

LIFE



BETTY GRABLE

DECEMBER 11, 1939

10 CENTS



TOASTMASTER
De Luxe Hospitality Set



A beauty and a grand entertaining aid. Hostesses appreciate this one. \$23.95 (Standard Set, \$19.95)

TOASTMASTER
Waffle Service



Here's a newcomer. The very latest party-promoter. Makes grand waffles. \$16.95 (Waffle Baker, \$12.95)

TOASTMASTER
De Luxe Toast 'n Jam Set



Swell number--just the thing for breakfast, after-school snacks, and midnight pantry raids. \$17.95

TOASTMASTER
Fully Automatic Toasters



Entirely new--tops for looks. And tops for toasting! 1-slice, now only \$9.95: 2-slice, \$16.00

TOASTMASTER
Junior Toast 'n Jam Set



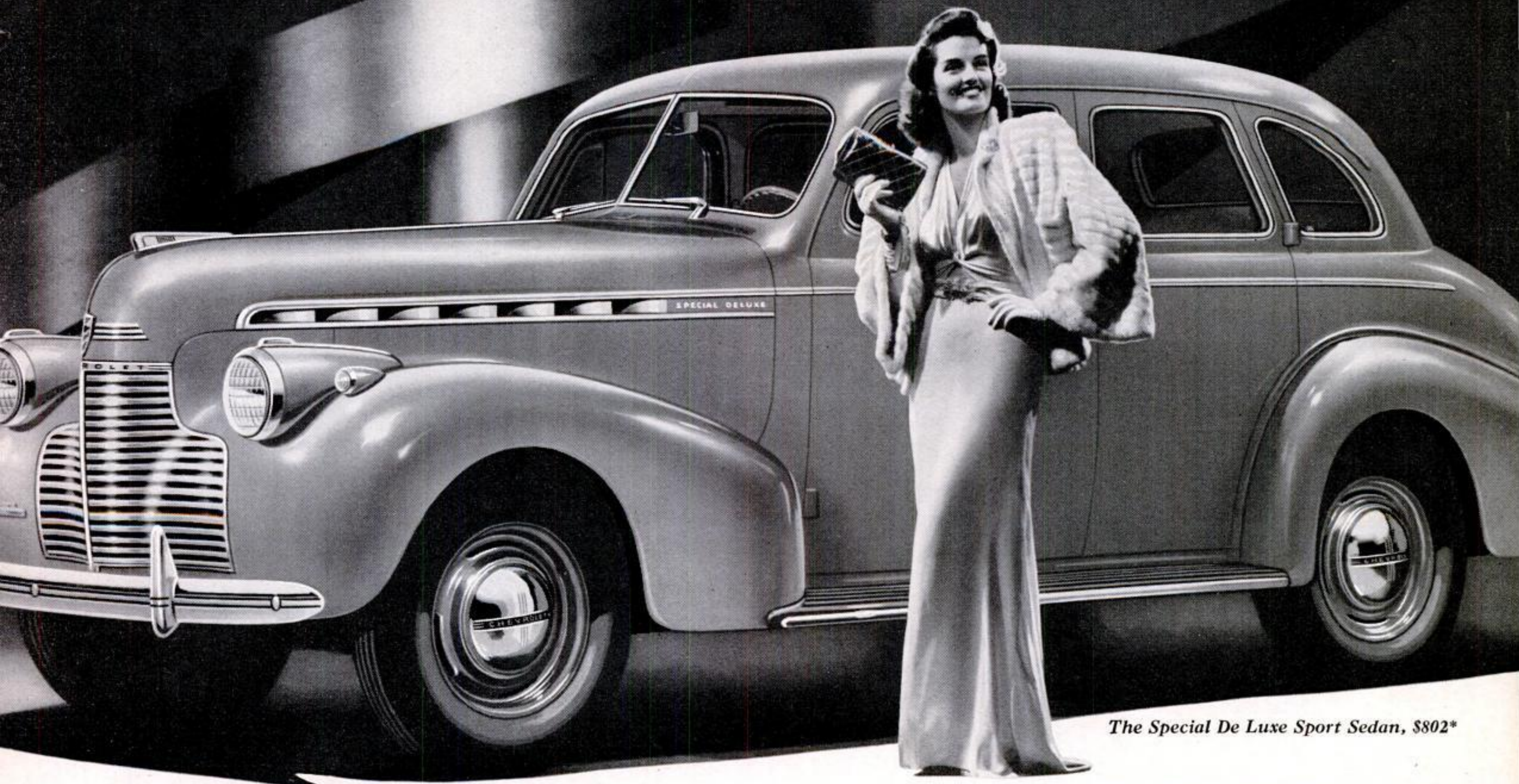
It's a honey! Never dreamed I'd have a Toastmaster* set for only \$8.50. (Toaster alone, \$7.50)



Do your TOASTMASTER shopping early! *TOASTMASTER is a registered trademark of McGRAW ELECTRIC COMPANY, Toastmaster Products Division, Elgin, Ill. Copyright 1939, McGraw Electric Company



Meet the Beauty Leader —Bar None!



The Special De Luxe Sport Sedan, \$802*

**You'll look a long, long time
without finding any real equal
to this car anywhere at any price!**

You'll experience a whale of a lot more pride and pleasure if you're on the *inside* looking out rather than on the *outside* looking in at the new Chevrolet for 1940—although bystanders will get a treat just merely looking at it! It's more than a style leader or fashion leader—it's the *beauty leader* of "Automobile Row"—bigger and more beautiful outside, bigger and more beautiful inside—designed to capture every eye and *captivate* it! . . . Own a new 1940 Chevrolet with "Royal Clipper" Styling and you'll head the beauty parade.

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN

*On Special De Luxe and Master De Luxe Series.

*And consider
all these other
advantages!*

Bigger Inside and Outside . . . New Full-Vision Bodies by Fisher . . . New Exclusive Vacuum-Power Shift . . . "The Ride Royal" (with Chevrolet's Perfected Knee-Action Riding System*) . . . Super-Silent Valve-in-Head Engine . . . Perfected Hydraulic Brakes . . . All-Silent Syncro-Mesh Transmission . . . Larger Tip-toe-Matic Clutch . . . New Sealed Beam Headlights with Separate Parking Lights . . . Improved Shockproof Steering*

Eye It ..

You'll see at a glance it's the *biggest beauty leader* that the leader has ever built!

Try It ..

You'll know in a flash it's the *biggest performance leader* that the leader has ever built!

Buy It!

The 1940 Chevrolet gives higher quality at low cost! . . . Low prices—low operating costs—low upkeep!

85-H.P. VALVE-IN-HEAD SIX

\$659^{AND UP}

*at Flint, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. Bumper guards—extra on Master 85 Series. Copyrighted material

"CHEVROLET'S FIRST AGAIN!"

Progress

that is rooted in

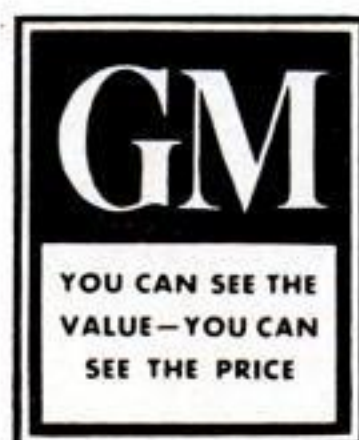
THROUGHOUT the whole line of General Motors new cars of 1940 the touch of progress is everywhere apparent.

It is seen in the smart new styling, in the stancher, larger, quieter bodies, in the richer appointments, in the greater room and in luxury of finish.

It is seen also in the way these new cars handle and perform—in the smoother, more efficient engines, in the easier and more convenient controls, in the several features that insure greater utility.

You will want to see the special and entirely new model, available this year in several GM lines—the latest word, in both styling and equipment.

While these developments indicate progress, they do something more—they faithfully reflect other values in General Motors cars that are



traceable to the resourcefulness and authority of General Motors engineering.

Typical of these values are such things as the Unisteel Turret Top Body by Fisher, Safety Plate Glass in all window openings, Knee-Action, improved hydraulic brakes. Even the kind and quality of metals used reflect the superior merit built into these automobiles.

Thus the value of General Motors cars in 1940 is plain to see. But value is relative. It necessarily involves the price you pay and what that price includes. The full delivered prices of General Motors cars are clearly shown on "plainview" price tags that list every item incident to the transaction.

Thus you see the value. Thus you see the price. The result is bound to be a clearer picture of the greater value in these General Motors cars of 1940.

GENERAL MOTORS

CHEVROLET · PONTIAC · OLDSMOBILE · BUICK · LA SALLE · CADILLAC



VALUE



Look at the 1940 cars offered by General Motors dealers and you will find in every detail of engineering and appointment plain evidence of their outstanding *value*.

Look at the "plainview" price tag on each car and you will likewise find every detail of the delivered price plainly shown.

It lists "PRICE OF CAR" which means the price the dealer charges you for the car itself including reimbursement for Federal Tax and his conditioning charge — "TRANSPORTATION CHARGE" which means a charge for

transportation from the factory to you, based on rail rates — "OPTIONAL EQUIPMENT AND ACCESSORIES" which means the dealer's charge for any extra equipment or accessories that you may elect to buy.

Value is always relative, in anything you buy. It necessarily involves the price you pay and what it includes.

So examine the new General Motors cars. Then study the price tags.

In this way you can see for yourself what your money buys and the abundant measure of *value* in General Motors cars.

\$200 A MONTH—FOR YOU AT AGE 60, OR FOR YOUR FAMILY IF YOU DIE



To save money is one of the hardest jobs in the world . . . for the simple reason that as the bank balance grows, the things it would buy look more and more tempting. And that's one explanation for a vital American statistic: *only 2 men in 100* continue to save systematically, and are able to retire at 65. However, a new plan has recently been developed which could increase this proportion greatly. It's called the **COMPLETE PROTECTION PLAN**. For fathers who are willing to make a reasonable annual deposit, it removes all danger of financial insecurity in later years—by assuring them \$200 *every month for life*, starting at age 60. And this Plan does something else—very important—which an ordinary savings plan can't do. If a father dies before his children are grown, *his family* receives the very same income—\$200 every month for 20 years! And after the children are educated and self-supporting, the Plan gives the wife a generous life annuity. For full details of this sensible Complete Protection Plan, just send your name and address on a postcard to The Union Central Life Insurance Company, Dept. B-9, Cincinnati, Ohio . . . a \$300,000,000 institution with 72 years of experience.



Copyright, 1939, by The Union Central Life Insurance Co.

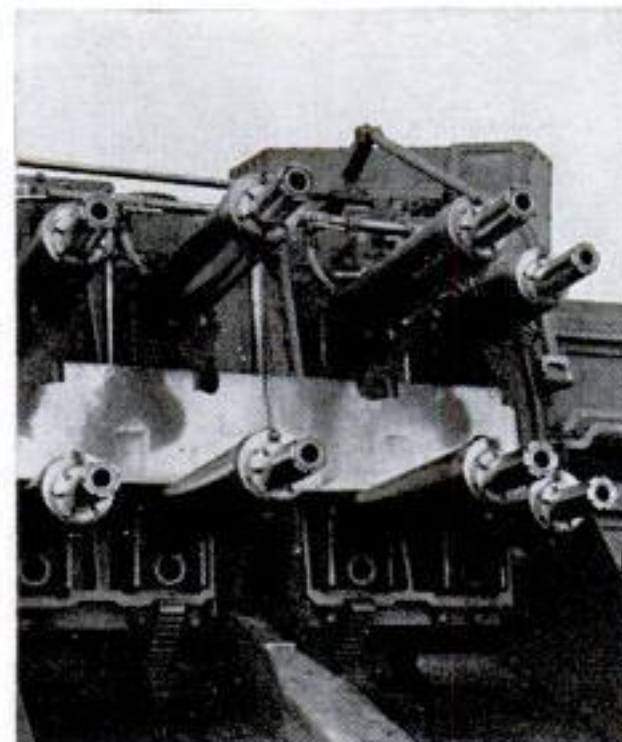
THE UNION CENTRAL LIFE INSURANCE CO.

LETTERS TO THE EDITORS

"Chicago Piano"

Sirs:

There is consternation in the ranks of the Chicago piano industry since the arrival of your issue of Nov. 20. On page 80, you picture a British pom-pom gun which you say is "called a 'Chicago piano.'" Do they call it that because they



"CHICAGO PIANO"

think the most popular music in Chicago is 480 shots a minute, or because the firing of this 8-barrel gun makes such sweet music for English ears?

ROY E. WAITE, Editor
Piano Trade Magazine
Chicago, Ill.

● Editor Waite's first guess is right. The British conceive of Chicago as a perpetual scene from *Little Caesar*.—ED.

Anchors Aweigh

Sirs:

"British officers know the sea and seamanship better than any other naval officers in the world."—LIFE, Nov. 20.

Whose book of naval philosophy is the bible of the British Navy? Our own Admiral Alfred Mahan's *Influence of Sea on History*. Who contributed the first submarine, first iron-clad, first all-big-gun battleship, first oil-burning battleship, and on and on world without end? The American Navy. The British bumble through; we think our way through. Ours is a far more intellectual tradition than the British. And we have never had a mutiny in our Navy and the British have. In fact, the high morale, superb gunnery, heavy guns and armor of the ships make the American Navy the most formidable in the world.

MONTE T. SMITH
Associate Member
U. S. Naval Institute

Louisville, Ky.

● Most naval experts share Mr. Smith's high opinion of the American Navy but give the British their due in the matter of seamanship. This emphasis on seamanship is one reason why the British Navy lags behind the American in the more technical aspects of modern naval warfare.—ED.

War of 1812

Sirs:

Could it be that LIFE made a slight mistake in the Nov. 20 issue, when it made the statement, "the British Navy has not lost a naval war since 1652." What about the War of 1812 with the United States? What about Perry at Lake Erie, MacDonough at Lake Champlain, the *Constitution* and the *Guerrière*, the *Wasp* and the *Frolic*, the *United States* and the *Macedonian*, etc.? Surely the War of 1812 was a naval war, and the United States was victorious.

S. M. VOCKELY
Pittsburgh, Pa.

● At the start of the War of 1812 the U. S. had 16 fighting ships to England's 686. The British, busy fighting Napo-

(continued on p. 6)



**FIRST COME—
FIRST SERVED
with waffles
and Vermont
Maid Syrup!**

That real Vermont maple sugar flavor brings them on the run. And you get that flavor—every time—in Vermont Maid Syrup. It's blended right in Vermont, the maple sugar state—from fine cane sugar and real Vermont maple sugar!

Look for the
Vermont girl on
the green label.



Vermont Maid Syrup

MADE IN BURLINGTON, VERMONT

GIFT FOR A WOMAN WITH AMBITION—AND A SECRET HOPE



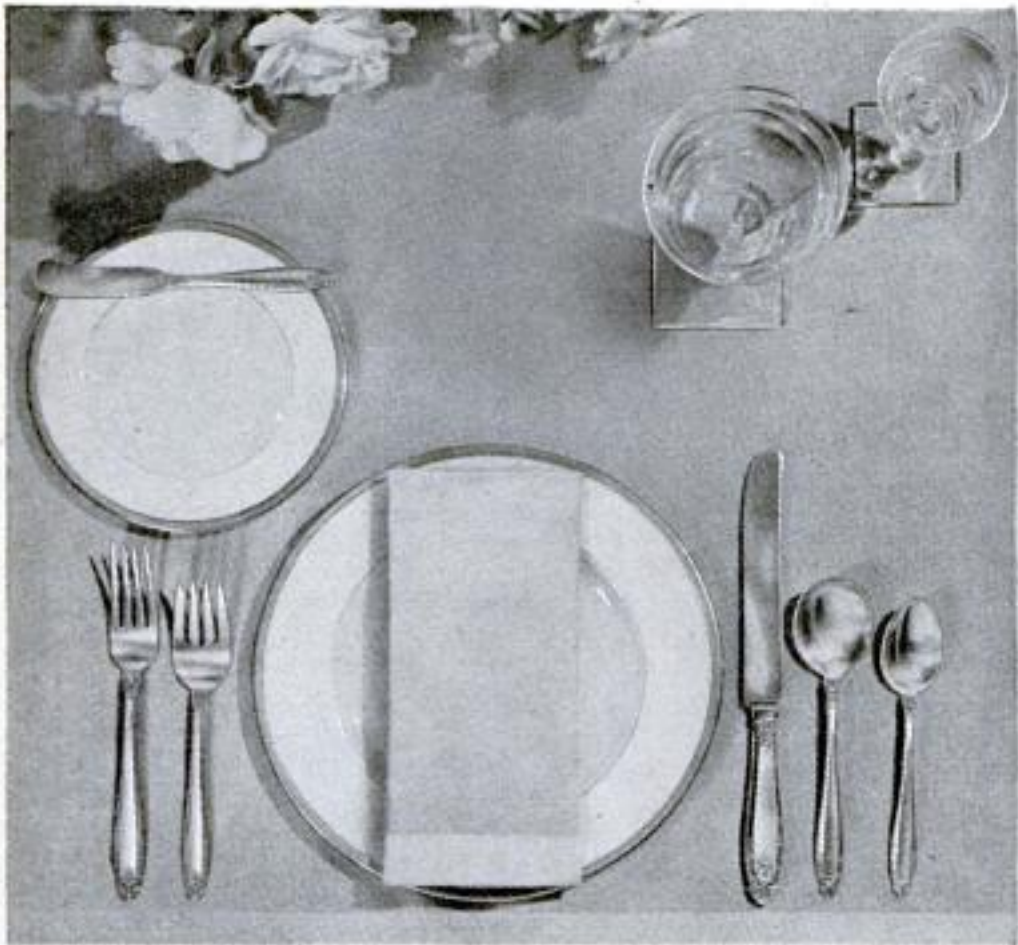
"Some day," every woman has promised herself, "I'll have sterling silver on my table." For many couples, perhaps for you and your husband, "some day" can come this Christmas, with a gift of International's beautiful sterling. Whether you start with few pieces or many, International Sterling is a possession that...



grows dearer and more loved, the longer you live with it. A finely wrought sterling pattern expresses your own personal taste, probably more than anything else you own. Good sterling on your table sets a gracious background for your whole social life. And more than that, it satisfies a secret desire, deep in your heart...



to be remembered for the things you've loved. Your treasured International Sterling pieces may some day be the most endearing and personal remembrance you can pass down to your children's children. For International's fine sterling is made to last a thousand years, the most solid and enduring possession a family can own.



For as little as \$16.75, you can start your International Sterling service this Christmas, with a "Me to You" Gift Set. Each set includes enough for one place setting—fork, salad fork, knife, cream soup spoon, butter spreader, and teaspoon. Later, on birthdays or anniversaries, you can coax for extra place settings in your pattern, until you have a complete service for six or eight persons.



For \$100, you can own a whole service for six, complete with chest, in any one of International's lovely Romance group of patterns—the rose-carved *Prelude*, the classic *Minuet*, the slender *Enchantress*. (All of them are shown below.) This beautiful Romance Chest contains 36 pieces, with room for extras you may want to add later. Your jeweler can arrange a convenient payment plan.



For \$650.50, you can invest in this magnificent service of 179 International Sterling pieces, in this deep Combination Chest. Couples with an eye to the future often start with this larger chest and a few of the pieces, then add more sterling as their fortunes rise. Your jeweler can arrange easy payments out of income—the way you buy a house or a car.

INTERNATIONAL STERLING

"Master Craftsmen for Five Generations"

*Copyright, International Silver Co.



PRELUDE

COURTSHIP

ENCHANTRESS

1810

MINUET

WEDGWOOD

ORCHID

EMPRESS

FONTAINE

GADROON

This One



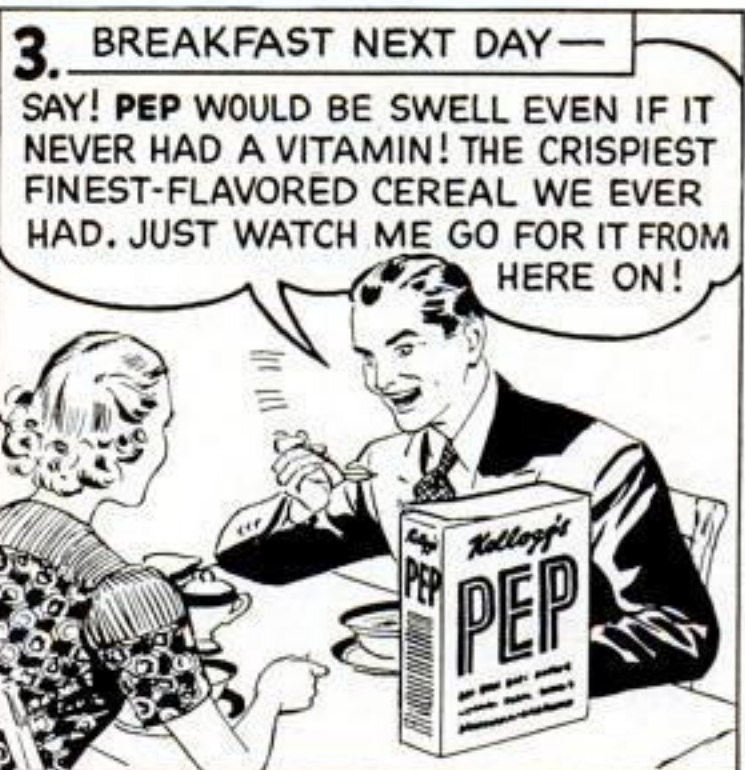
T3AJ-6LF-TCX1



1. DARLING, YOU'RE GETTING TO BE AN AWFUL STAY-AT-HOME! WHERE'S YOUR OLD-TIME SNAP AND SPARKLE? AND THAT REMINDS ME —



2. THEY TELL ME WE'VE GOT TO HAVE VITAMINS FOR PEP—AND I'VE FOUND A SIMPLY GRAND BREAKFAST CEREAL THAT'S EXTRA RICH IN TWO IMPORTANT VITAMINS—B AND D. IT'S CALLED **KELLOGG'S PEP**. WE'RE HAVING IT TOMORROW



3. BREAKFAST NEXT DAY — SAY! **PEP** WOULD BE SWELL EVEN IF IT NEVER HAD A VITAMIN! THE CRISPIEST FINEST-FLAVORED CEREAL WE EVER HAD. JUST WATCH ME GO FOR IT FROM HERE ON!



IF YOU, TOO, HAVE LACKED VITAMINS — DISCOVER THE GRAND THINGS THEY CAN DO FOR YOU! AND TO HELP GET YOUR VITAMINS, EAT DELICIOUS **KELLOGG'S PEP** FOR BREAKFAST — CRISP, CRUNCHY FLAKES OF BRAN AND OTHER PARTS OF WHEAT, DELICIOUSLY FLAVORED AND ENRICHED WITH VITAMINS B AND D. GET IT AT YOUR GROCER'S. EAT **PEP** EVERY DAY, AND SEE IF YOU DON'T HAVE MORE ZIP AND ZEST!

Vitamins for pep! PEP for vitamins!*

*Pep contains vitamins B and D. Each ounce contains 1/5 of an adult's and 4/5 of a child's daily requirement of B, and about 1/2 the daily requirement of D.

LETTERS TO THE EDITORS

(continued)

leon, did not take the American Navy seriously. This allowed the intrepid American commanders to capture British men-of-war in a series of brilliant engagements and this, in turn, forced England to take the American war seriously. By 1813 England had bottled up the U. S. fleet, sealed the U. S. harbors. The war ended in a draw, with the matters for which the U. S. went to war not even mentioned in the peace treaty.—ED.

Four-Dollar Word

Sirs:

Frankly, I had to look it up. But I ain't no Kieran. My reference is to Wickware's use of the word "defenestration" in the story on Dr. Gonzales, near the bottom of page 53 in the Nov. 27 issue: Why not suggest to your writers that they pull in their necks and stick to words that are in common and not "rare" (Merriam-Webster) usage.

R. T. FROTHINGHAM
Washington, D.C.

● For the benefit of lazier readers than Mr. Frothingham, defenestration means "a throwing out through a window." Famed is the Defenestration of Prague (1419) in which the followers of John Huss invaded the Town Hall and threw the Burgomaster and six other officials out of the window to their deaths.—ED.

LIFE's Calls

Sirs:

Please keep on with your series of calls on the stage and screen celebrities. Enjoyed calling on Alexander Woollcott, Helen Hayes and Alfred Hitchcock, immeasurably,—to say nothing of meeting the Gannetts last week.

WALTER C. BASHFORTH
Arlington, N. J.

Sweet Briar Belle

Sirs:

From LIFE, June 12, 1939: "Color Girl Frances Moses, president of junior class at Sweet Briar College, got her



FRANCES MOSES

title by being invited to June Week [at Annapolis] by Midshipman Jarvis of Pine Bluff, Ark."

From LIFE, Nov. 20, 1939: "Ken Kavanaugh, L.S.U. end . . . has a girl friend, Frances Moses, at Sweet Briar College in Virginia."

Miss Moses certainly gets around, doesn't she?

LEONA JACOBS
New Orleans, La.

● Such popularity is clearly deserved (see picture).—ED.

Salute to Business

Sirs:

Your exposition of the Barco oil enterprise (LIFE, Nov. 13) gave me

FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

A SPECIAL SHAVE CREAM

IT'S NOT A SOAP
NEEDS NO SHAVING BRUSH
Not Greasy . . . Leaves Skin Smoother

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams has now developed a special cream for daily shavers. It's called Glider. Wash face thoroughly with soap and warm water to remove razor-dulling grit, then spread on Glider quickly, easily with your fingers. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin. Like a cold cream, Glider helps smooth and soften your skin and prevent chapping and roughness. Glider is the result of nearly 100 years' experience in making fine shaving preparations.

Ernest B. Hulbert
PRESIDENT

P. S. Try Glider at our Expense:

Send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J. B. Williams Co., Dept. LG-41, Glastonbury, Conn. Offer good in U.S.A. and Canada only.

SAY "ST. MORITZ" WHEN YOU REACH NEW YORK

For the utmost in real value, head straight for the St. Moritz. Every room has radio and bath, many of them overlooking Central Park. Near Radio City, theatres and shops. Rates from \$4 single—\$6 double.

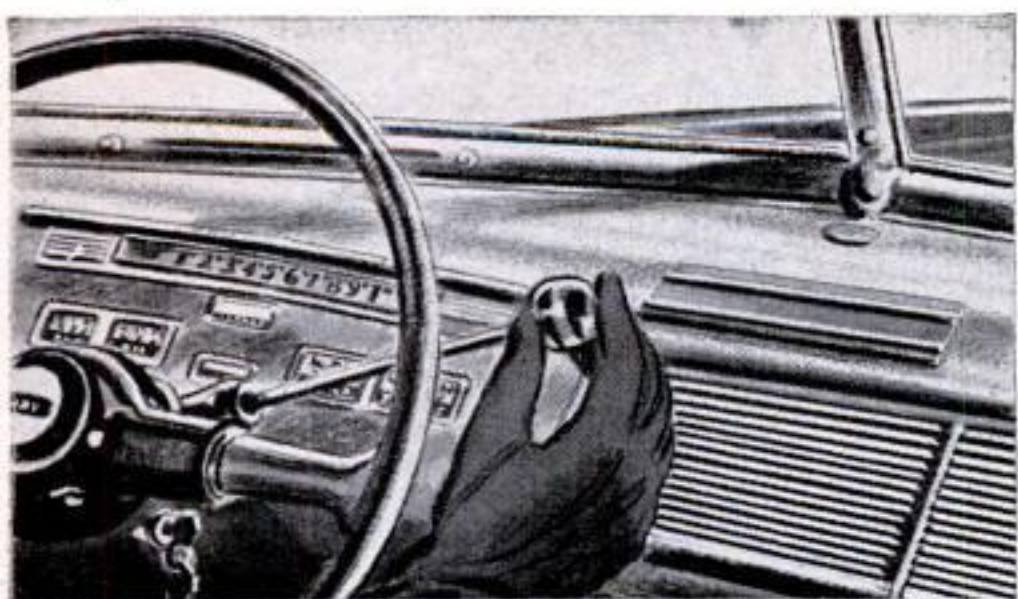
Home of the Cafe de la Paix and famous Rumpelmayer's



ST. MORITZ ON-THE-PARK

50 CENTRAL PARK SOUTH • NEW YORK
Personal Direction: S. Gregory Taylor

(continued on p. 8)



FINGER-TIP GEARSHIFT mounted on the steering column is standard on all 1940 Mercury body types. Newly designed blue-and-silver tone instrument panel and interior fittings.

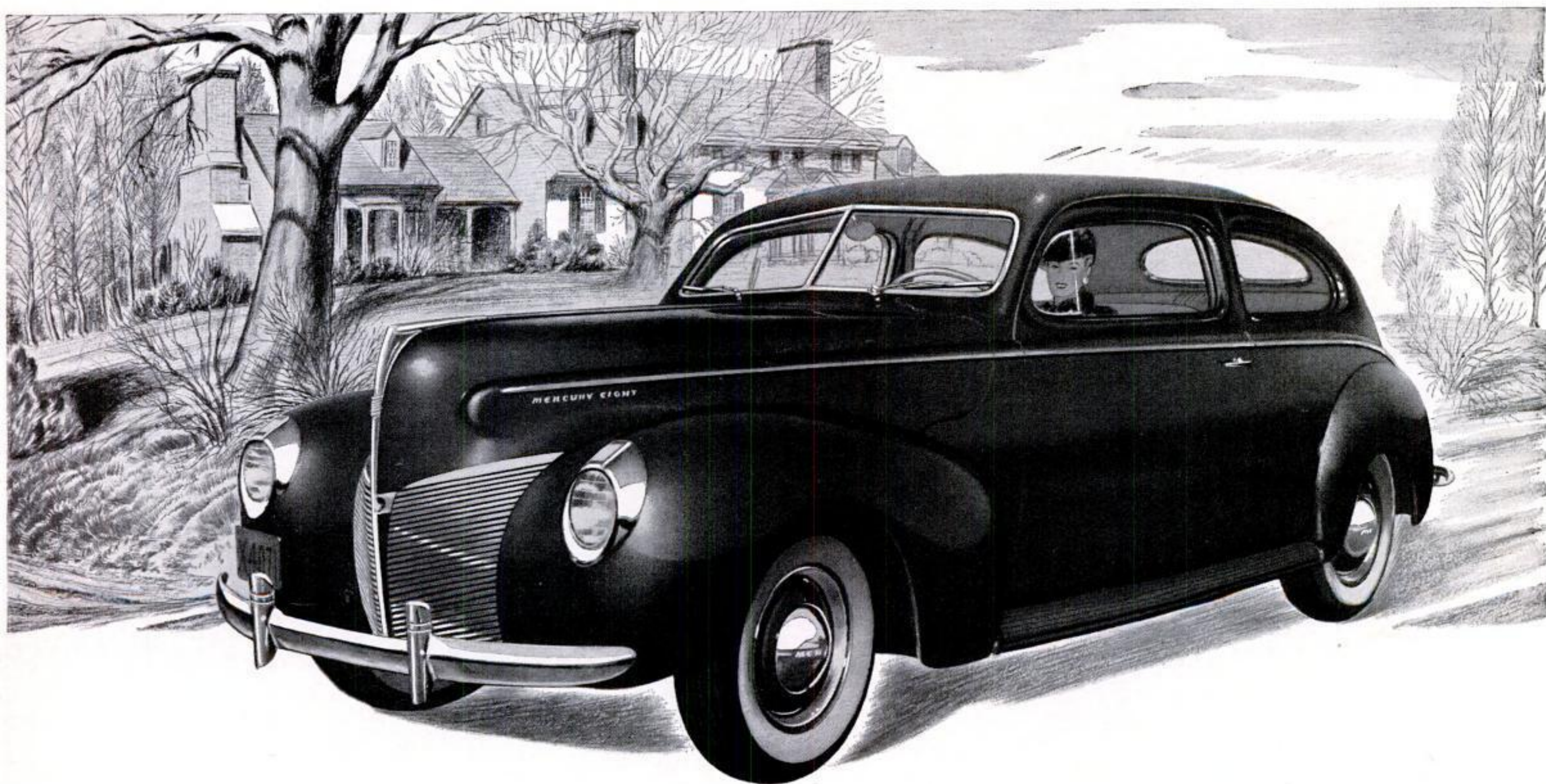


CONTROLLED ALL-WEATHER VENTILATION — sweeps air inward and upward without draft. Metal support bar lowers with window for unobstructed vision in closed types.



IMPROVED LEVELIZED RIDE—made possible by new torsion bar ride-stabilizer, softer front springs and new self-sealing, double-acting adjustable shock absorbers.

THE CHOICE OF EXPERIENCE



MERCURY HIGHLIGHTS FOR 1940

Finger-Tip Gearshift mounted on the steering column—standard in all body types.

95-hp V-type 8-cylinder Engine for outstanding performance and economy. (Owners report up to 20 miles per gallon!)

Big Hydraulic Brakes—easy, quick, sure.

Controlled Ventilation—new type, for all-weather comfort without drafts.

New Sealed-Beam Headlamps for greater comfort and safety in night driving.

New Blue-and-Silver Tone Interiors—eight beautiful body colors.

Wide, Roomy Bodies—unusually wide seats. Exceptionally quiet and comfortable to ride in.

IN EVERY COMMUNITY, certain men and women have the confidence of their friends for their knowledge of motor cars. They enjoy a good automobile as a critic enjoys good art. They discriminate when they buy, and keep their cars in fine condition. Such people have turned naturally to the Mercury. They've measured it against their experience, found it refreshingly new—and many are driving the Mercury today.

More than anything else, the word-of-mouth praise of these owners has built the quick success of the Mercury 8. Their compliments sound strange to other big-car owners, for they talk

economy! Many report up to 20 miles to the gallon, surprising even to the owners who tell about it. "Roominess and comfort beyond all expectations." "Smoothest riding and driving car I ever owned." When these critical owners speak in such terms, don't you feel the urge to take the wheel?

You'll forget all previous cars you ever owned when you first drive the 1940 Mercury. Here is a car that is different—from its clean, fresh beauty to its smooth, powerful V-type 8-cylinder engine. Check over all the Mercury has to offer. It's the car *your* experience will point to. Why not drive it? At Mercury, Lincoln-Zephyr and Ford dealers.

1940 MERCURY 8

FORD MOTOR COMPANY—FORD, MERCURY, LINCOLN-ZEPHYR AND LINCOLN MOTOR CARS

"Our dog was LISTLESS,
DULL-EYED ... till we
tried a PARD diet!"



A certified statement from the F. M.
Masterson family, Chicago, Illinois

"When we got Skipper, our wire-haired fox terrier, he was listless, dull-eyed ... wouldn't play. And he hardly ate. Then we tried a Pard diet. Almost immediately Skipper started perking up. Soon he was the liveliest, healthiest puppy you ever saw. Since then, his only food has been Pard—and he hasn't had a single sick day."

The facts of this case history were sworn to before me on October 17, 1939—James Saksvig, Notary Public.

Listlessness—other common ailments—are very often traced to hit-or-miss diet. But they have never occurred among the exclusively Pard-fed dogs at Swift's Research Kennels!

● Leading veterinarians are out to end malnutrition in dogs. On malnutrition, resulting from faulty feeding, they blame as many as 9 out of 10 cases of common dog ailments. Such ills as excessive shedding, dietary skin irritation, loss of appetite, and many others, while not serious in themselves, are sometimes the symptoms of grave internal disturbances.

Crusading veterinarians in fast-growing numbers are recommending Pard for all breeds. For Pard's nutritional balance has been thoroughly borne out in exhaustive feeding tests.

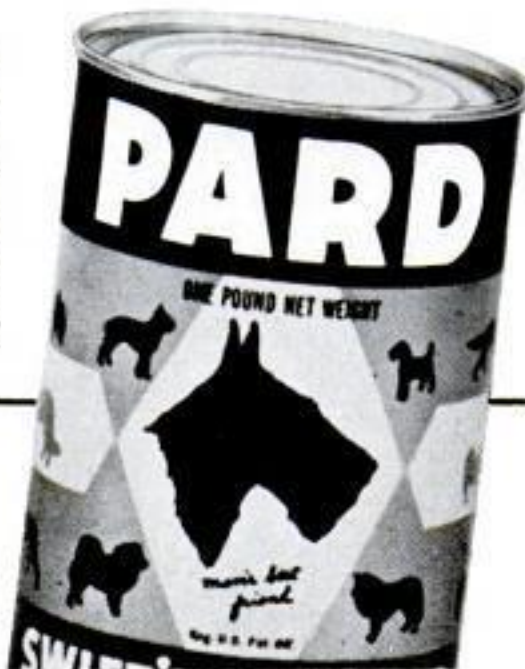
On Pard alone—four consecutive generations of registered dogs were raised in glowing health, with excellent conformation to breed. None ever suffered from digestive upset—nor from the ills that often trouble less-well-fed dogs!

Have a good veterinarian give your dog a complete examination, to assure you that he is in sound condition. To keep him that way—feed Pard regularly!



These lovable 4th generation youngsters at Swift's Research Kennels have already been weaned to Pard—without a single digestive upset.

Hit-or-miss feeding condemned by many leading veterinarians; recommend Pard! Dr. W. J. McK., of Illinois, says: "30 years of experience have convinced me that hit-or-miss feeding is the worst enemy of canine health." Dr. McK. recommends Pard to correct or ward off many common ailments.



PARD

...SWIFT'S
NUTRITIONALLY
BALANCED
DOG FOOD

LETTERS TO THE EDITORS (continued)

the same vicarious thrill of achievement that LIFE conveyed by picturing the engineering triumphs at Boulder Dam, the Grand Coulee, Golden Gate and the Panama Canal, and surveying American railroads, airlines and motor factories.

In the big stream of American economics I'm a very small minnow, unrelated to any "vested interests." Deploing the waste, cruelty and corruption that have stained the record of American capitalism, I hope that my country will use its resources more wisely than heretofore.

But I resent the fakirs, fools and alien catspaws who curse "Big Business" and the "decadent American bourgeoisie" for merely existing, and hope to use most of us for socialized guinea pigs or communazi serfs. I salute the pride, the vision and turbulent energy of all those willful men, living and dead, who, for all their greed and ruthless ambition, gave youth and strength to the conquest of a raw continent, stormed so many bastions of time and hunger, and made this nation the colossus of the modern world.

ROBERT RIDGWAY JR.

Los Angeles, Calif.

Venus on the Half-Shell

Sirs:

As an amateur shell collector and a beginner at the study of conchology, I would be interested in learning where LIFE obtained the information that Botticelli's Venus (LIFE, Nov. 20), sailed to the isle of Cyprus on a "conch" shell.

The conch, I believe, is a species of univalve, while the shell upon which



VENUS ON GREAT SCALLOP

Venus stands is plainly one half of a bivalve. It appears to be Vola (Pecten) Maximus, L., or the great scallop, found in large quantities in the Mediterranean.

DOROTHY M. JORDAN

Ramsey, N. J.

● The word conch used to apply to bivalve as well as univalve shells and retains this meaning in the art world. To a conchologist, however, Venus is riding on a Great Scallop.—ED.

Seamen for the Navy?

Sirs:

Should the United States decide to go to war in the near future, our Navy will undoubtedly absorb many ships and men of the merchant marine into the Naval service. It occurred to me, while reading the Nov. 20 LIFE, that the 6,000-odd American seamen and 92 American merchant ships beached by the Neutrality Act are the same ships and men that will be called upon by the Navy in time of war. This war has already given cause for an increase in our naval personnel and efforts are being made to speed up recruiting. Wouldn't it seem logical to arrange for these 6,000 temporarily unemployed seamen to enter the Navy on a reserve status, and take active duty training under

(continued on p. 11)

"There's Style and Wear
in Every Pair"



Wear-Right

"HIGH-NOTE"

Styled for sunny skies or town wear... expressing elegance in the new longer lengths and quality in every detail... of "Duo-Angel" Suede fabric... in all the mid-season's important colors.

At better stores... from Coast to Coast—\$2.00

"Wear-Right"

Glove Exclusive

WIMELBACHER & RICE
MAKERS • NEW YORK • PARIS



ONE OF THESE SMART
NEW BAUSCH & LOMB
GLASSES IS THE ANSWER TO
YOUR SPECIAL CHRISTMAS
GIFT PROBLEM

Choose one of these brilliant little glasses as "something special for Christmas." The Sport Glass, at left above, is a newly designed version of a tremendously popular model. With two power magnification, it offers extremely wide field, is a natural for spectator sports, nature study, travel, the theatre. Balar, right above, as a gift has the virtue of "something new." Beautiful molded plastic body, flattened so as to slip conveniently into vest-pocket or pocketbook. 3 power. Wide field.

Both glasses may be seen at leading dealers, or ordered direct for immediate delivery. The Sport Glass is \$16; Balar is \$19.50. Write for descriptive folder and catalog of Bausch & Lomb Binoculars. Bausch & Lomb, 988 Lomb Park, Rochester, N. Y.

PRODUCT OF BAUSCH & LOMB

The man who refused to be bored!



"No, no, no, Miss Fitch! Don't send my mail to the same old resort this winter. For twelve seasons (and it seems like a hundred) I've been lulled to sleep by the same people, the same scenery, the same food. WELL, I'm getting out of the rut. This winter, so help me..."



"I'm getting away! To Southern California with its fat winter sun, its sparkling ocean and desert resorts, orange groves, tall mountains. I'm going to cut loose and *play*. Smack golf balls around. Explore those quaint Mexican streets. See top-flight horse-racing; curious industries...the broadcasts, celebrities..."



"Life is short but I'm going to grab a lot of it all at once. Southern California's got something I need. Something I've been missing a long time. Change...variety...something new and fresh and youthful..."



Naturally, any winter vacation is better than none. But it just seems logical to us that the more change and newness you can get into it, the more refreshing it will be. It's something to think about. Especially this year with more activity and fun than ever in Southern California.



NOW! ALL-YEAR CLUB "PERSONALIZED" VACATION

GUARANTEES MORE FUN IN

Southern California

The All-Year Club, Southern California's friendly, non-profit tourist organization (18 years experience) announces a new idea in *free* PERSONAL SERVICE for winter visitors. The new plan not only tells you how to get here but also designs a "custom-made" vacation for you when you arrive. Here's how the plan works:

- 1** You mail the coupon. We send you immediately a free informative booklet containing authentic information, detailed costs, scenic ways to get here.
- 2** When you arrive, we give you, free, a large beautifully illustrated Guide Book describing all the attractions in Southern California.
- 3** You consult our unique free Visitors' Bureau in downtown Los Angeles (505 W. 6th St.). Here, courteous young women, "Welcomettes," help you work out a vacation that fits your own particular taste—custom-made to your particular whims.
- 4** These same "Welcomettes" direct you to the places of your choice—smoothing the way with guest cards, etc. (26 free services in all)—saving you time and trouble.

TRAVEL IS FASTER, COSTS LOWER— Even from New York, Southern California is just overnight by plane, 2½ to 3 days by train, 4 to 7 by auto or bus. Vacation costs average 22.8% under those of 20 other leading U. S. resorts. You'll find accommodations for every taste in Los Angeles, Beverly Hills, Glendale, Pasadena, Pomona, Hollywood, Santa Monica, Long Beach and other cities in or near Los Angeles County.

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA

Come to California for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; but for tourists, the attractions are unlimited.

FREE—MAIL COUPON TODAY—

All-Year Club of Southern California
Div. 12-S, 629 So. Hill St., Los Angeles, Calif.

Send me free book with complete details (including costs) of a Southern California vacation. Also send free routing by ☐ auto, ☐ rail, ☐ plane, ☐ bus, ☐ steamship. Also send free booklets about counties checked: ☐ Los Angeles, ☐ Orange, ☐ Riverside, ☐ Santa Barbara, ☐ Inyo-Mono Area, ☐ San Diego, ☐ Ventura, ☐ Mission Trails, ☐ Central California.

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Street _____
City _____ State _____

(Please print name and address)



Lady Elgin. Attractive leaf motif on ends. 19 jewels. Ask for No. 3906. **\$4750**

Slim Lady Elgin. Six-sided case. 19 jewels. No. 2989. **\$5000**

Lady Elgin. New model with unusual cylindrical ends. 19 jewels. No. 2959. **\$5000**

Lady Elgin. Solid 14K gold. Flexible loops. 19 jewels. Ask for No. 3919. **\$5500**

Two-tone Lady Elgin. Solid 14K gold. 19 jewels. No. 3904. **\$5500**

Lovely Lady Elgin. Platinum case set with 28 diamonds. 19 jewels. No. 3930. **\$20000**

Lovely, popular Josephine Caldwell is a Senior and Phi Beta Kappa at the University of Pennsylvania. She is adept at skating and skiing and is also on the swimming squad. Writing is her hobby, and she contributes to the university publications. "Three generations in our family have chosen Elgins," she says.



"For me there is no more distinguished watch than my Lady Elgin"
says **JOSEPHINE BETTS CALDWELL**
of Chestnut Hill, Philadelphia

Choose the season's
most flattering gift...

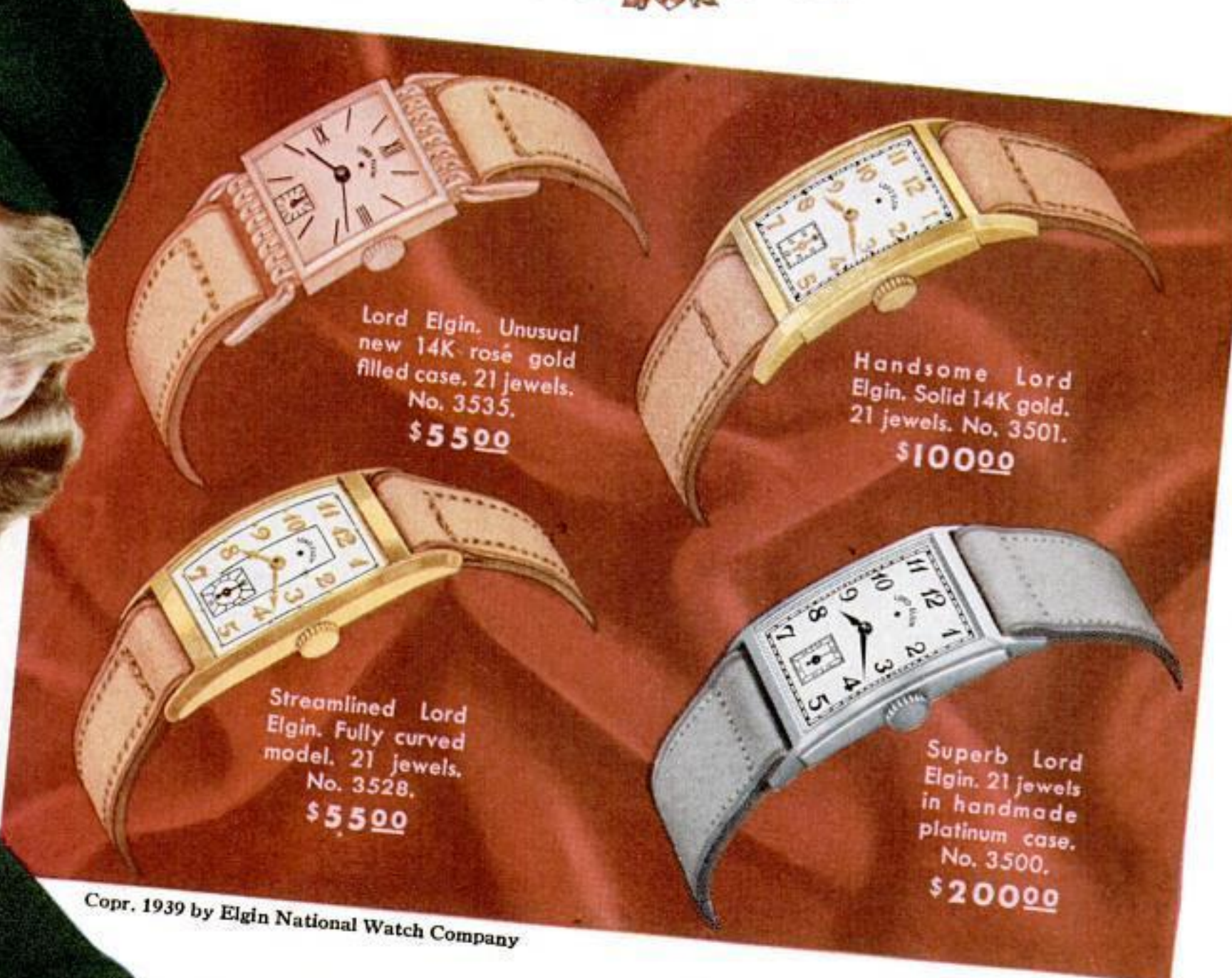
A NEW 75TH ANNIVERSARY

Lord Elgin

21 JEWELS

Lady Elgin

19 JEWELS



Lord Elgin. Unusual new 14K rose gold filled case. 21 jewels. No. 3535. **\$5500**

Handsome Lord Elgin. Solid 14K gold. 21 jewels. No. 3501. **\$10000**

Streamlined Lord Elgin. Fully curved model. 21 jewels. No. 3528. **\$5500**

Superb Lord Elgin. 21 jewels in handmade platinum case. No. 3500. **\$20000**

Copr. 1939 by Elgin National Watch Company

Charmingly individual in styling, these smart gift Elgins carry the Elgin Observatory Certificate for superlative timekeeping. See them at your jeweler's now.

HERE'S A SPECIAL JOY that comes with owning or giving the finest . . . a distinguished new Lord or Lady Elgin. And that joy can so easily be yours this Christmas!

The accuracy of these new 75th Anniversary timepieces has won for them the coveted Elgin Observatory Certificate. Into them have gone the finest of materials . . . the painstaking care of which ELGIN'S unique partnership of American craftsmen and scientists alone is capable . . . the creative inspiration of leading designers.

The Lord Elgins are 21-jeweled . . . the Lady Elgins 19-jeweled. Tiny parts are exact to 1/10,000 of an inch. "Drive"

wheels are covered with 24K gold . . . large surfaces with costly rhodium.

These newest watches are on display at your jeweler's now—a stirring climax to ELGIN'S 75 years of leadership. Lord Elgins from \$50.00. Lady Elgins from \$47.50. Other fine ELGINS priced from \$24.75.

ELGIN

FOR 75 YEARS THE GIFT CHOICE OF
DISTINGUISHED AMERICAN FAMILIES

"I say, now! Cawn't we pull up for a spot of hot BOVRIL?"



WHEN cold and damp chill you to the marrow, hold everything, and quaff a cup of delicious, piping-hot BOVRIL—"Great Britain's great bracer." Its surging warmth will quickly defrost your system. Its stimulating energy will revive your frigid spirits. To stay on top of winter's chills and ills, make it a daily practice to drink a cup of this nourishing, fortifying beverage that keeps you fit without making you fat.

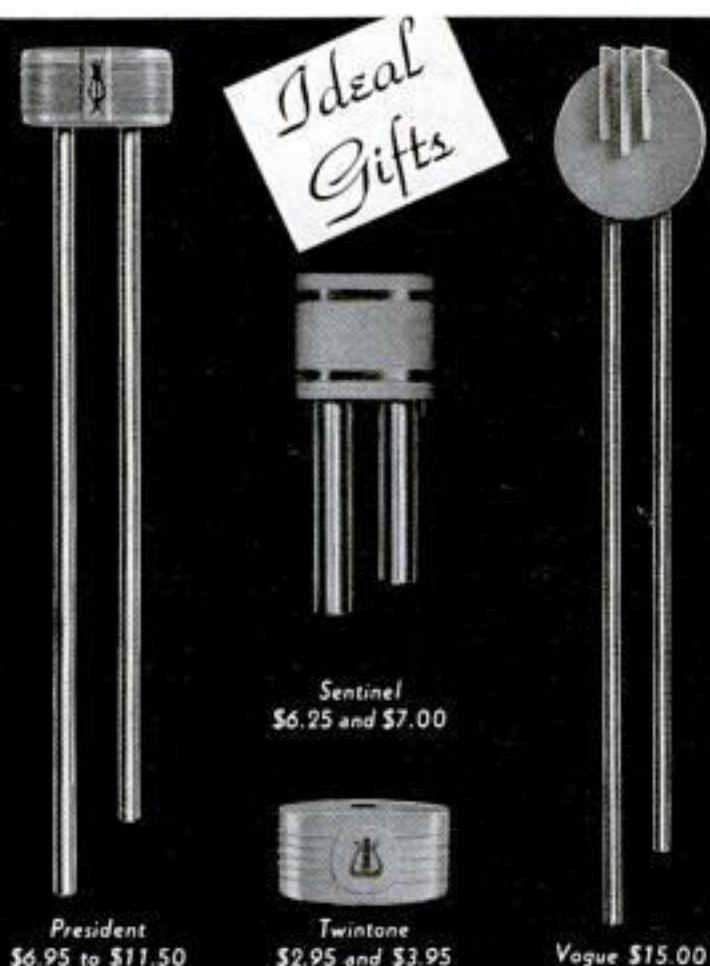
AT FOUNTAINS • 10c A CUP • HOT

At food and drug stores in jars and cubes for home use. Adds an extra toothsome-ness to gravies, soups, sauces and stews.

BOVRIL OF AMERICA, Inc., Camden, N. J.

BOVRIL

FAMOUS FOR ITS BEEFY FLAVOR



WELCOME YOUR GUESTS THE MODERN WAY!

Gracious living is enhanced with a Rittenhouse Door Chime. When the door button is pressed, rich, pleasing chime tones replace the nerve-racking noise of the ordinary bell or buzzer. The tonal beauty and graceful styling of Rittenhouse Chimes improve the attractiveness of any home. Easily installed, using regular door-bell wiring. Built to last a lifetime. An unusual and welcome Christmas or wedding gift. A year-round reminder of the giver.

Choose from a variety of new models \$1.00 to \$50.00. Attractive finishes. Suitable for homes, apartments, offices, institutions, etc. Guaranteed.

Your electrical dealer, department or hardware store has them or can get them for you. Insist on getting genuine Rittenhouse Chimes. *Send card for free folder.

The A. E. RITTENHOUSE CO., Inc.
Dept. 48, Honeoye Falls, N. Y. (Est. 1903)

RITTENHOUSE

ELECTRIC DOOR CHIMES

LETTERS TO THE EDITORS (continued)

Navy supervision for the duration of the present Neutrality Law?

Certainly U.S. Navy training for these seamen would be a much more intelligent and economical measure than would a relief program—and they would still be sailing under the right colors.

J. A. DONOVAN JR.

Winnetka, Ill.

● At first sight Mr. Donovan's suggestion seemed very good. Investigation, however, reveals certain obstacles. The Navy has standards for all recruits, both physical and intellectual. Seamen who meet these standards can enter the Navy individually; others the Navy would not want. Many seamen, for their part, do not like the Navy. A spokesman for the National Maritime Union dismissed Mr. Donovan's proposal as "archaic." Even President Roosevelt's proposal to open the Coast Guard training schools to the seamen has been boycotted by the N.M.U. which resents these institutions as "schools for scabs." It looks as if most of the seamen will go on WPA.—ED.

Ban on Beef

Sirs:

Anent your section on the Argentines in the Nov. 13 issue of LIFE, I write to correct what might be a very dangerous statement for the uninformed to read. "Politically powerful U. S. cattle growers" (if such there be) do not keep the bars up on importing uncooked, uncanned Argentine beef. The bars are kept up by the United States Department of Animal Industry which is manned entirely by civil service employees and is free of any political influence whatever.

The fact that "some regions of Argentina, notably Patagonia, are free of the disease" does not signify. All animals, wild or domestic, with cloven hooves are susceptible to the hoof-and-mouth disease, and it can be carried by birds, cats and dogs. It is so deadly that the only way to cleanse an infected area is to kill every infected animal in it and pour quicklime over the bodies after they have been put into a deep pit. The germ has never been isolated and there is no cure. The importation of one-quarter pound of raw Argentine beef could start an epidemic which would wipe out the U. S. cattle and hog business and kill off all the cats and dogs in the country. An epidemic in San Diego which necessitated the slaughter of thousands of hogs was traced by the Department of Agriculture to a very small cube of steak in the garbage. The cube was cut by a sailor's girl from a fine Argentine steak which the sailor had brought home for a treat.

It would be too bad for anyone to believe that this discrimination against raw meat from Argentina is a method of keeping U. S. beef prices high. It is a wise and necessary measure to insure the continued health of U. S. herds.

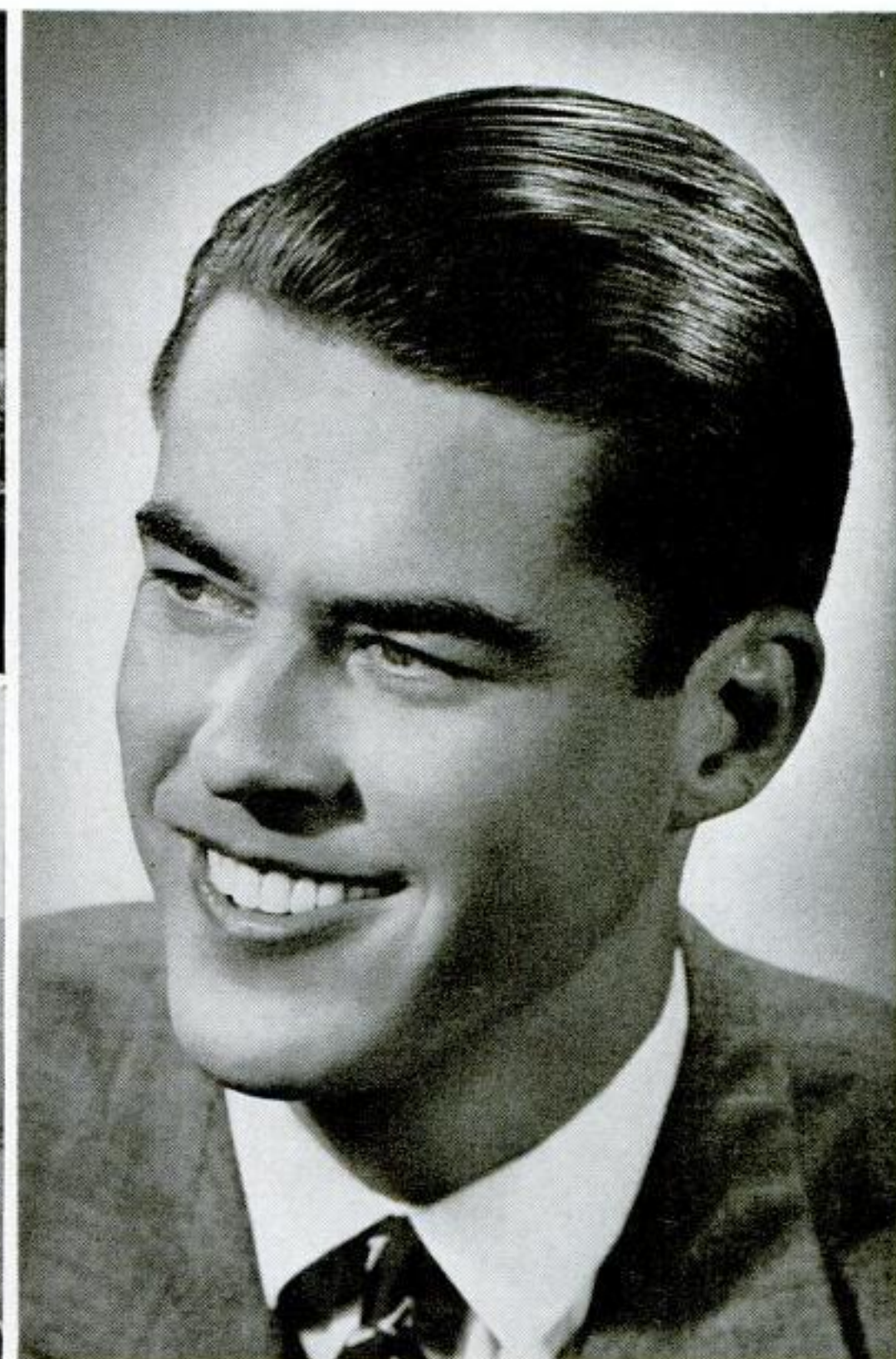
MARSHALL B. STEPHENSON
Vice President

Palomas Cattle Company
Columbus, N. M.

● LIFE must disagree with Mr. Stephenson. Importation of Argentine meat is not regulated by the Department of Animal Husbandry but by the Smoot-Hawley Tariff Act, which forbids importation from any country where hoof-and-mouth disease is prevalent. Thus all Argentine meat is embargoed, despite the fact that sheep-raising Patagonia is completely free from the disease. Secretary Hull and others want to forbid importation from regions which are infected.—ED.

WELL-GROOMED HAIR

Is important to you—
every hour...every day!



Use the VITALIS "60-Second Workout"

LUSTROUS, handsome hair gives a man a sense of pride in his appearance. But it does something even more important. It helps him make a good impression on others... wins him instant admiration and respect. And because well-groomed hair is important—a valuable aid to social and business success... thousands of men use Vitalis and the "60-Second Workout" every day.

It's easy to keep your hair looking its best with Vitalis. Just apply Vitalis to the scalp with a brisk fingertip massage. Feel that pleasant tingling as circulation quickens... your scalp loses its tightness... becomes free and supple as it should be. Notice how swiftly this Vitalis workout routs loose dandruff. Your hair takes on a rich lustre as the pure vegetable oils of Vitalis supplement natural scalp oils—overcome dryness. Now comb your hair—see how easy it is to manage—how perfectly every hair stays in place! And not a trace of that objectionable "patent-leather" look.

Get a bottle of Vitalis from your drug-gist today. Begin your "60-Second Work-outs" with Vitalis and have good-looking, well-groomed hair on every business and social occasion!



1 50 Seconds to Rub—Circulation of the scalp quickens—the flow of necessary oil is increased—hair has a chance!



2 10 Seconds to Comb and Brush—Your hair has a well-groomed lustre—but no objectionable "patent-leather" look.

Ask Your Barber

He's an expert on the care of scalp and hair. For your protection in the barber shop—genuine Vitalis now comes only in sanitary, individual Sealtubes. Next time you go to your barber's, insist on Vitalis Sealtubes.

VITALIS

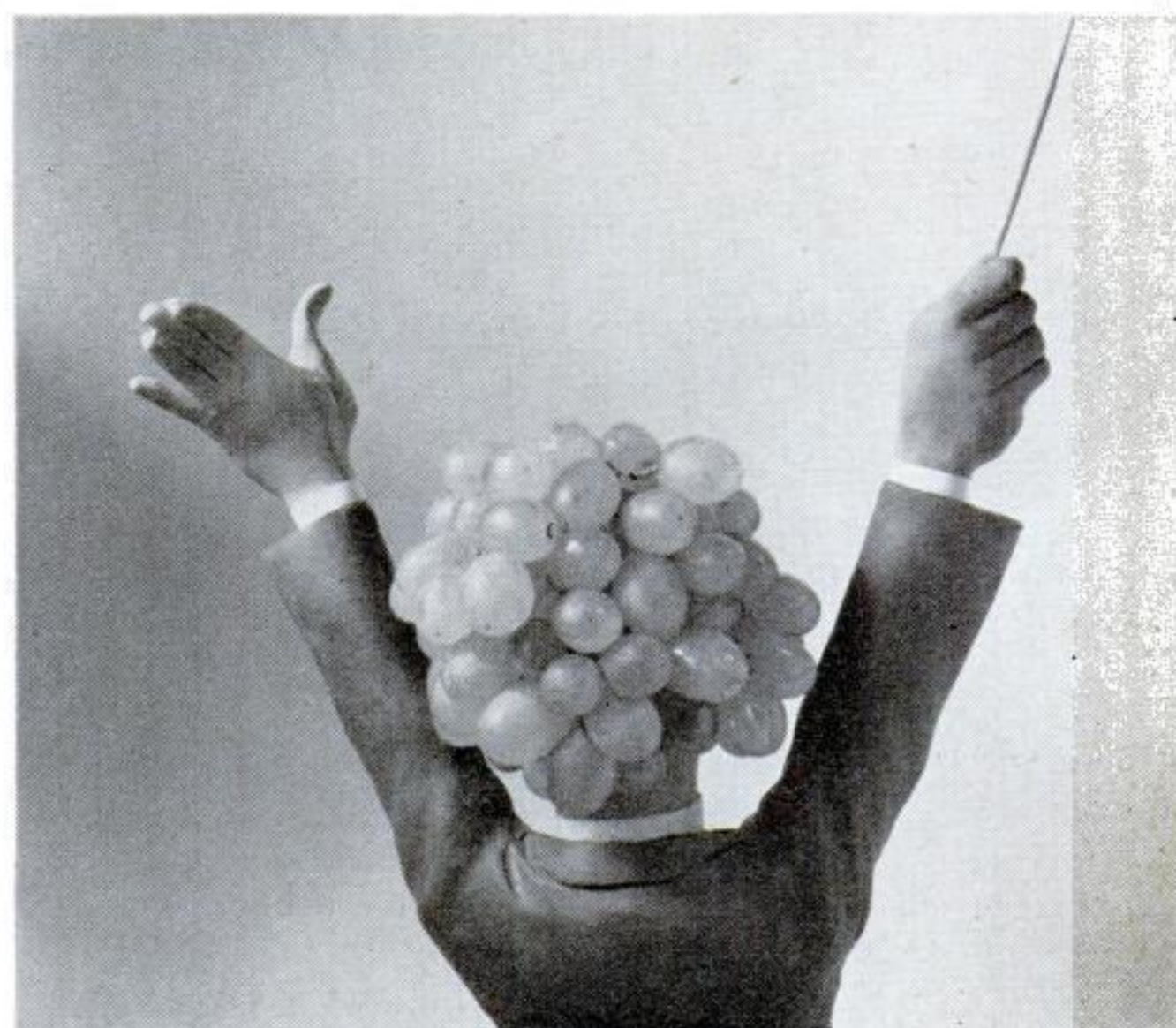
HELPS KEEP HAIR HEALTHY AND HANDSOME!

SPEAKING OF PICTURES . . .



VIOLINIST HAS PEAR FOR A HEAD, PINS FOR EYES, AND A WAX NOSE. VIOLIN IS HALF A PEAR

ORANGE-HEADED MUSICIAN PLAYS PINEAPPLE DOUBLE BASS. EYES ARE MADE BY CUTTING RIND



THIS GRAPE-HEADED CONDUCTOR REMINDS PEOPLE OF LEOPOLD STOKOWSKI

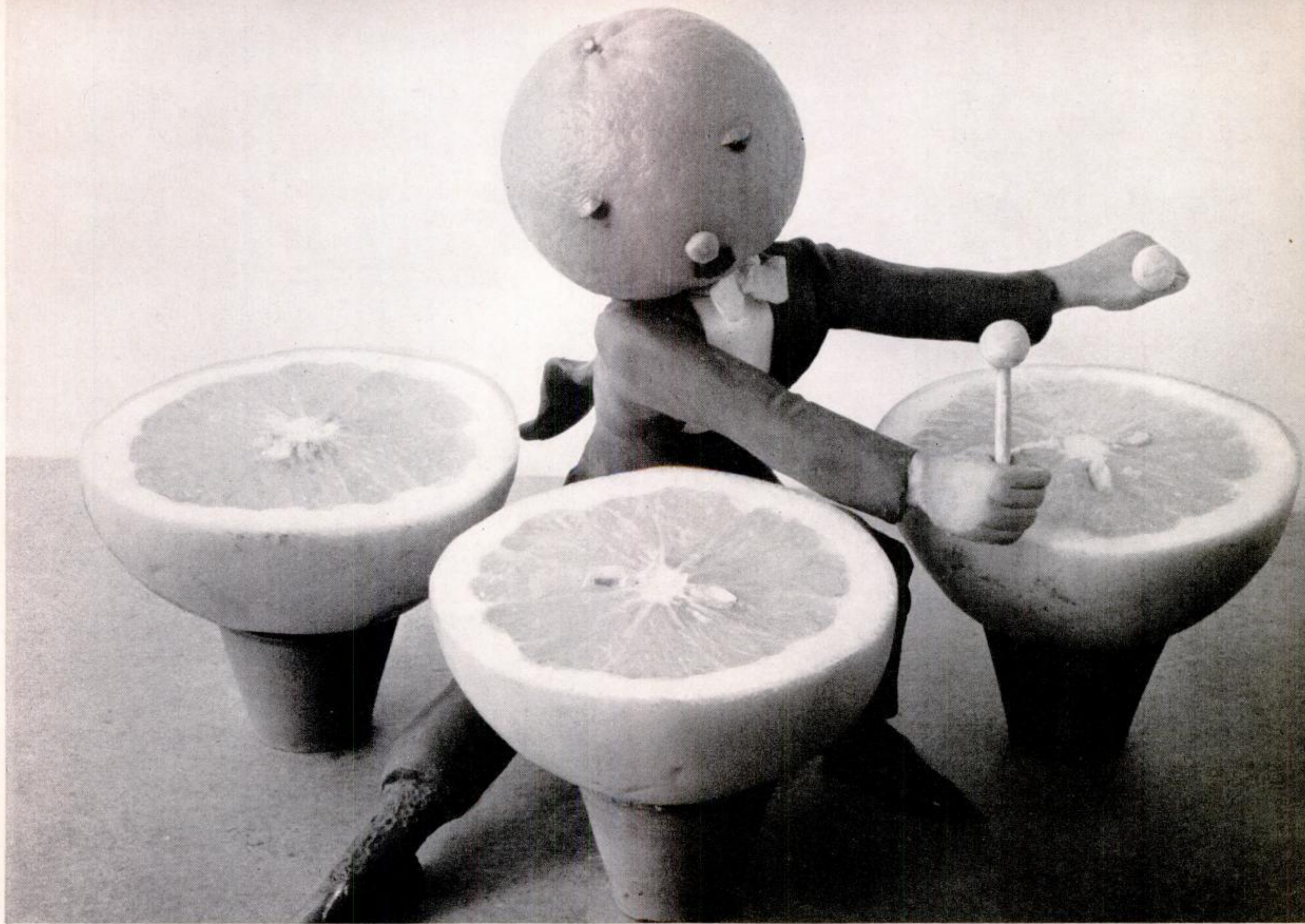
. . . THESE MUSICIANS ARE MADE OF FRUIT

Among the fruit and vegetable vendors of Berlin, Henry Rox, a noted sculptor, was considered something of a "crackpot." No one quite understood why he kept buying the most perfectly shaped fruits and vegetables on the stands, simply to carve them into funny little figures like those shown on these pages. What started Rox on this hobby was an apple lying near him one day while he was modeling a clay figure. Picking up the apple, he placed it on the shoulders of the unfinished figure to form the head. Thus began by accident what Rox calls his "perishable" art figures.

Now an assistant professor of art at Mt. Holyoke College, Rox still sculpts from tree bark, branches, leaves, fungus and eggs, as well as from fruits and vegetables for a hobby. Carrots, he says, are the easiest vegetable to use. Those parts of the figure which cannot be shaped from the vegetable kingdom are made out of clay. Besides ingeniously mimicking people in real life, Rox's figures have a humorous and satiric quality that gives them added distinction. Soon to be published by Putnam's is a book of Rox's illustrations called *Banana Circus*.



TRUMPETER'S HEAD IS AN APPLE AND PART OF TRUMPET IS APPLE'S STEM



THIS MUSTACHIOED DRUMMER, WHOSE HEAD IS A TANGERINE, STRIKES RESOUNDING TONES ON HIS GRAPEFRUIT TIMPANI THAT ARE SUPPORTED ON MINIATURE FLOWER POTS

ROX'S SATIRIC STUDY OF AN AUDIENCE SHOWS PEOPLE, WHOSE HEADS ARE ORANGES. PACKED INTO A BOX. ONE WOMAN WEARS PEARLS, ANOTHER WEARS A FUR PIECE





Illustrated below: The Special Six Business Coupe, \$783*



Takes the Honors.. *at the Curb* and on the Highway!

PONTIAC is the only car of its price that ever won honors both at the curb and on the highway. Sitting still or taking a hill—Pontiac is outstanding. It's one of the most beautiful cars ever built—long and low, and with a front-end like a setting out of Tiffany. It's a true aristocrat, from front bumper to tail-light.

And when it comes to performance—Pontiac stands alone below a thousand dollars. It's not only powerful and quick and nimble—but it rides like a liner on a dead-calm sea. If you look *into* Pontiac, you'll soon be looking *out* of one. 17 models—sixes and eights. Why not see your dealer today?

\$783 and up *delivered at Pontiac, Mich. Transportation based on rail rates, state and local taxes (if any), optional equipment—white sidewall tires and accessories—extra. Prices subject to change without notice. General Motors terms to suit your purse.

Pontiac

AMERICA'S FINEST
LOW-PRICED CAR



SPEAKING OF PICTURES

(continued)



A STRINGY-HAIRED LEEK, WEARING "TAILS," PLAYS AN ASPARAGUS ORGAN



"NUTCRACKER SUITE": WALNUT HEAD PLAYS HARP, WHICH IS A NUTCRACKER



IRON: Relative available amounts in—

SPINACH	=
RAISINS	=
BOSCO	=

Easy to mix. Just stir one teaspoonful of Bosco into a cup of whole milk (hot or cold) and it's ready.

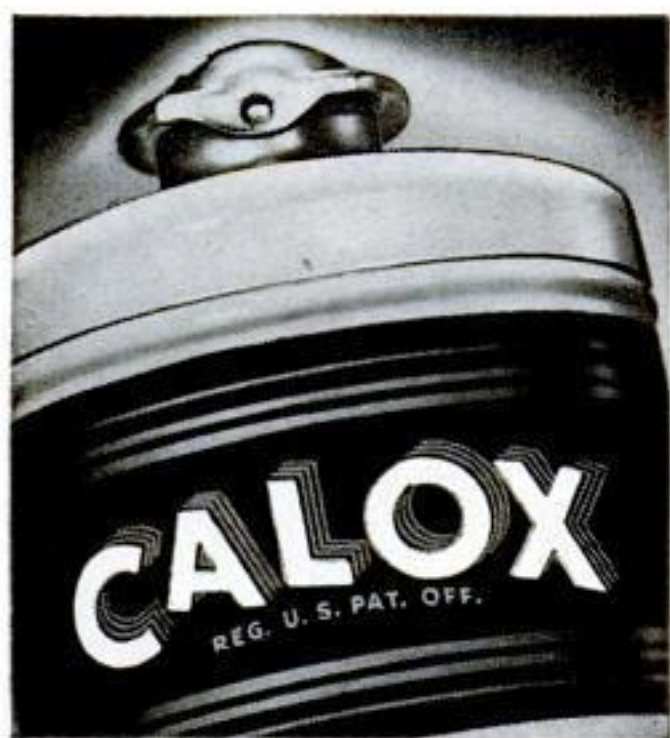


★ ANDREA LEEDS, SAMUEL GOLDWYN STAR
in "Swanee River" Twentieth Century-Fox Picture ★



"To give teeth a brilliant polish, my choice is Calox Tooth Powder" SAYS *Andrea Leeds*

★ ★ ★ Help your teeth shine like the stars ★ ★ use Calox



Why Calox is 'Tops' in Hollywood

1. Calox helps bring out the natural lustre of the teeth.
2. Calox has a pleasant, refreshing taste; sweetens the breath.
3. Calox is approved by Good House-keeping Bureau.
4. Calox is pure, smooth, safe—no grit, no pumice. Calox never harms precious tooth-enamel.
5. Calox, a powder, lasts longer; comes in five money-saving sizes.

Tooth Powder

A tip from Hollywood about charming, sparkling smiles

The screen demands bright, radiant smiles—smiles that show teeth sparkling with natural lustre! Scores of Hollywood's leading stars rely on Calox Tooth Powder, a pleasant-tasting dentifrice made specially to give teeth a bright high polish without harm to precious enamel. In Hollywood—and in thousands of families—Calox helps teeth shine like the stars!

And Remember:

You, too, can rely on Calox Tooth Powder—a refreshing, pleasant blend of five pure, tested cleansing and polishing ingredients. Calox helps add sparkle to teeth... sweetens the breath. Approved by Good Housekeeping Bureau. Get Calox today at any drug counter, in five convenient, long-lasting sizes.



Copr. 1939 McKesson & Robbins, Inc.

LIFE'S PICTURES



Rey Scott, who photographed the amazing story of China's back-door road and of its painful industrial rebirth on pages 21-25, is a polite, adaptable young man who enormously admires the Chinese. Born in St. Louis and now 34, he worked as a reporter-photographer on St. Louis and Memphis newspapers, then began roving the world with no money in his pockets, supporting himself with a camera. He has made three trips to China since the war began, first got into trouble by defying the censorship. He has brought back this time a magnificent color film of the strange country between Haiphong and Chungking. Oddly, he came nearest to losing it to the British censors at Hong Kong. He hopes the Chinese win the war.

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26—W. W., ACME—bot. lt. TALBUT courtesy WORLD-TELEGRAM, rt. BERNARD HOFFMAN
27—MATCH
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30—W. PRESTON WRIGHT—INT., ACME
31—A. P.
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34—Map by TOBIAS MOSS and CHARLES TUDOR
37—A. P.—ACME
41, 42—ROBERT CAPA
44—GORG from B. S. courtesy AMERICAN ARTISTS GROUP
45—FERNAND BOURGES courtesy PHILLIPS MEMORIAL GALLERY—FERNAND BOURGES courtesy KRAUSHAAR GALLERY
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47, 48, 49—Drawings by WALLACE MORGAN
50 through 54—PETER STACKPOLE
58—KARGER-PIX—RICHARD TUCKER
59—KARGER-PIX—RICHARD TUCKER—RICHARD TUCKER, KARGER-PIX; Excerpt from "YOU'RE THE TOP" used by permission and © 1934 by HARMS INC.
60—KARGER-PIX
61—KARGER-PIX exc. bot. lt. RICHARD TUCKER
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90—DMITRI KESSEL
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93—AMERI-CANDID
94—From "JAWAHARLAL NEHRU" courtesy THE BODLEY HEAD
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★ ★ ★ ★ ★
MAKE NO MISTAKE
ABOUT WINES!
CHOOSE...

VIRGINIA DARE

IT'S ALL-AMERICAN
WHITE WINE



FROM THE
FAMOUS WINES OF
GARRETT
FINEST AMERICAN
WINES SINCE 1835

Try one... try all of the delicious American wines by Garrett! Sauternes, Old North State Brand Blackberry... Port, Sherry (alcohol 19-21% by vol.)... Paul Garrett Champagne... and many others. Send 10c for beautiful color calendar portraying Virginia Dare, first white child born in America. Garrett & Co., Inc., Brooklyn, New York.

NOW...the "different" gift you've been looking for!



Round-the-neck
MIRACLE MIRROR

★ LEAVES BOTH HANDS FREE for hair or make-up; ends all bother of hand mirrors... makes it easy to keep wave or curls in shape. Light in weight, beautifully finished, it rests securely and comfortably around the neck. Gives clear view at any angle. Equally convenient for men.



Adjustable to give any reflection from any angle. Reverse side magnifying mirror ideal for shaping and plucking eyebrows.



Men find Miracle Mirror great for shaving. Use it anywhere.

"Miracle Mirror" is a gift you'll be thanked for unendingly! Unique—practical—smart.

In ivory and gold, black and gold, all gold or chrome.

Double mirror (one side magnifying) \$2.95

Single mirror \$2.25

At all good Dep't Stores, or write FAY-CHAMBLESS CO. 25 E. Jackson Blvd., Chicago

Sunbeam
SHAVEMASTER

LOOK AT THE HEAD

*when Choosing his
Christmas Shaver*

**New HOLLOW-
GROUND CUTTER**

with double, razor-keen cutting edges that get whiskers coming and going. Makes over 8 million cutting actions per minute within the Sunbeam comb.

**Thinner THAN A
SPLIT WHISKER**

A super thin screen of finest Swedish steel shaped to fit every contour of the face. Only two-thousandths of an inch thin.

**Screened TO PICK
UP THE BEARD**

the way it grows. Each hole is the scientifically correct size to quickly admit the beard—gauged and spaced for fastest, closest shaving.

THE NEW AC MODEL SHAVEMASTER

Made exclusively for use on alternating current

A marvel of precision workmanship—and a crowning achievement of years of continuous development work in Sunbeam laboratories. Has the famous, exclusive head that shaves with quick, clean comfort and *straight-edge* closeness. Has the new Sunbeam magnetic type AC motor, with tuned and counter-balanced armatures, that reduces vibration and makes shaving a pleasure. Big enough to provide a motor with plenty of reserve power—yet trim and compact for easy, convenient handling. Only comparison by *actual test* will reveal the surpassing performance of the new Sunbeam AC Shavemaster. Photomicrographs prove that Shavemaster shaves closer than a straight-edge. Stop watch tests prove it to be much faster. If you wish to use your Shavemaster only on AC current, you can enjoy Shavemaster's swift, smooth, comfort shaves for only \$7.50. (Beautiful gift box.)

THE FAMOUS AC-DC SHAVEMASTER

for use on either alternating or direct current

This is the electric shaver that has won national recognition as "tops" in quick, close, comfort shaves. The one selected by leading airlines as standard equipment on their passenger planes. It has the powerful series-wound, brush-type, Universal motor with the on-and-off switch and operates on either AC or DC current. If you have occasion to use your Shavemaster on both types of current (if, perhaps, you travel widely and get into DC areas) the AC-DC Shavemaster is the one to buy. \$15.00.

● Try Shavemaster, either the new AC model (50 or 60 cycles) or the AC-DC model at your dealer's today. Make your Christmas gifts "tops" in appreciation—give Shavemaster. For sale wherever good electric appliances are sold.

Made and guaranteed by CHICAGO FLEXIBLE SHAFT COMPANY, 5688 Roosevelt Road, Chicago, Ill. Canada factory: 321 Weston Road, South, Toronto. 51 Years Making Quality Products. Famous for MIXMASTER, COFFEEMASTER, IRONMASTER, AUTOMATIC TOASTER, etc.

SHAVEMASTER OWNERS—NOTE! If you have a Shavemaster with the original comb and cutter you can replace it with the latest improved set described at the top of this advertisement for only \$1.00. The new comb and cutter fits all model Shavemasters. (Note: You can tell whether your comb and cutter is the old or new style by counting the comb perforations. The original comb has 140 holes; the new comb has many times that number and the cutter that goes with it is hollow-ground.)

ONLY THE **Sunbeam**
SHAVEMASTER

HAS THE FAMOUS "475" HEAD

*Shaves Close as a
straight-edge and Faster*

TWO MODELS TO CHOOSE FROM
BOTH WITH THE "475" HEAD

NEW AC MODEL

\$7⁵⁰



\$15⁰⁰
AC-DC



Delivered at your home in time for Christmas for a down payment of only . . .

The beautiful Steinway Grand Piano illustrated, Model S, ebonized, may be purchased for **\$985**. But you need not pay that sum all at once. Simply deposit 10% of the total, as little as \$98.50, and the Steinway will begin its glorious career in your home. Consult your dealer for local prices and terms. (All prices quoted in this advertisement are f.o.b. New York City.) Liberal allowance on your old piano.

\$98.50

THE INSTRUMENT OF THE IMMORTALS . . . glorious piano of Hofmann, Horowitz, Paderewski and Rachmaninoff . . . can be in your home this Christmas for a down payment of only \$98.50.

Rachmaninoff says of the Steinway: "I consider it perfect in every way." Toscanini writes: "I have always used it and I always will." And Lawrence Tibbett says: "The most eloquent praise is inadequate to describe the glory of this piano."

The Steinway's golden voice brings inspiration to daily living. It deepens friendships, draws the family closer together. For your household, and for all who visit it, the Steinway will be a constant source of things that make life worth while.

Suppose some one were to *give* you a piano. Without restriction, you could choose the one you wished. You would select a Steinway! . . . Select a Steinway now, for the happiest Christmas in years! *Steinway & Sons (founded 1853 in New York City), Steinway Hall, 109 W. 57th Street, New York City.*

CHRISTMAS RECORDINGS from the new Steinway & Sons Record Shop. Unique and varied collection of the world's finest music, classical and popular. Special attention to mail orders. Also at Steinway Hall—the leading radio-phonographs: Capchart (\$595 up), Capchart-Panamuse (\$159.50 to \$299.50), Magnavox (\$29.95 to \$550), and RCA Victrola (\$120 up). Convenient terms arranged. Instruments shipped anywhere. Order direct from Steinway & Sons Record Shop, Steinway Hall, 109 W. 57th Street, New York City.



Lowest price ever asked for a Steinway. Handsome new Steinway Vertical, Sheraton 40, ebonized, **\$495**—only \$49.50 down. (Other Verticals to \$625.) Steinway quality. Deep, resonant tone, due to new Steinway Diaphragmatic Soundboard. See local dealer for terms.

STEINWAY
THE INSTRUMENT OF THE IMMORTALS

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LIFE'S COVER. The whirling girl on the cover is Betty Grable from Missouri. This month she is making her first appearance on Broadway as a musical-comedy actress in *Du Barry Was a Lady*. Betty is 5 ft. 3 in. tall, has honey-colored hair, a pleasantly breezy manner on stage. Born in St. Louis, she moved to Hollywood when she was 14 to enter dancing school. Without much publicity she danced in half a dozen movies, then toured with Jackie Coogan in vaudeville and married him in 1937. For another view of Miss Grable and her hit show, see page 61.

From the Land of Boots and Saddles



Comes America's Finest Outdoor Shirt



↑ No. 569. Scott Hunting Tartan. One of Pendleton's nine authentic clan patterns, in soft, luxurious flannel.

← No. 1285. The Sportsman. A handsome gabardine in turf tan, seagull gray, Malibu brown, navy blue, maroon, sage green, wheat, dark holly green, white. Inverted pleat back.

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No. 546. The Montana Check. Fine quality flannel in 1/8-inch checks. Black and white, blue and black, red and black, green and black, brown and black.

Outdoor men take to Pendletons like hounds to the hunt. Since covered wagon days, active westerners have worn shirts like these. Today Pendletons are worn by men of adventure everywhere.

Pendletons are woven of 100 per cent pure virgin fleece wool, nature's number one protection against heat, cold, rain. That's why you're so comfortable in a Pendleton—cool on the golf course under a blazing sun, or warm in a duck blind when the wind's like a razor. Soft as a spaniel's ear, light as a feather, and cut for action freedom. Pendletons *feel* good.

Happy Xmas Idea!

Give him a Pendleton virgin wool shirt and see his eyes light up with pleasure and anticipation. Besides adding to the enjoyment of a man's favorite outdoor sport, Pendletons are grand for an evening at home or for other hours of leisure and lounging.



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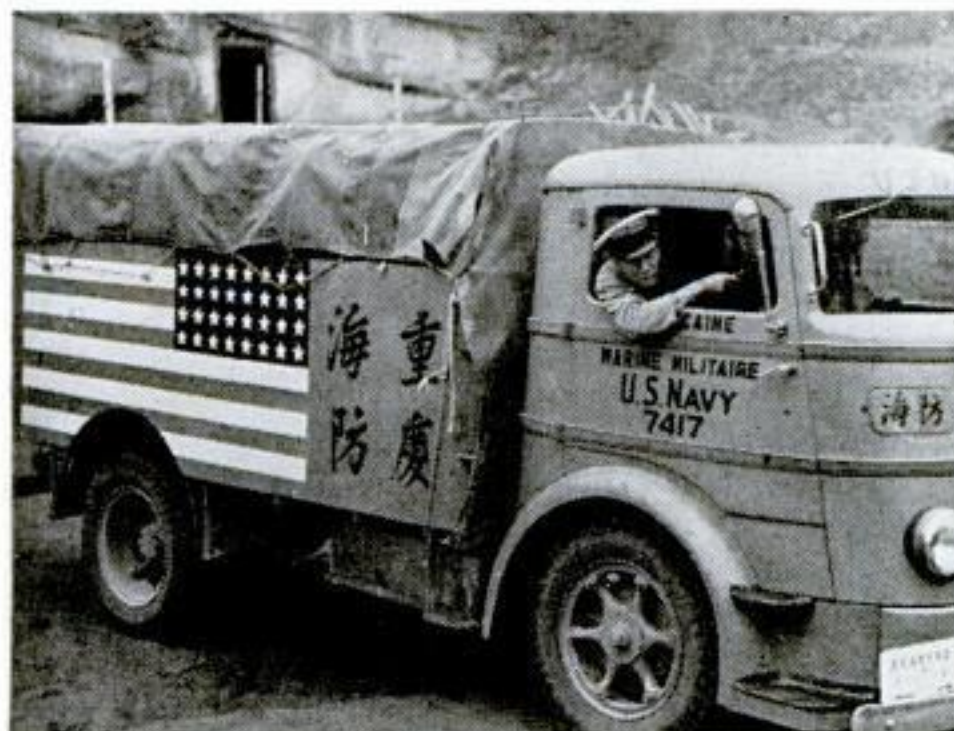
TRUCKS CARRYING GASOLINE, MACHINERY, AIRPLANE PARTS, ETC., TO CHUNGKING WAIT UNTIL SUNDOWN AT DONG DANG TO CLEAR FRENCH CUSTOMS AT INDO-CHINA BORDER

JAPANESE CAPTURE OF NANNING CUTS CHINA'S BUSIEST BACK-DOOR ROAD

China is still far from a lost cause but, blockaded by Japan and hidden in the deep interior, its war bases are hard to find. At the back of nowhere, three roads lead out from China's new capital of Chungking to the outside world: 1) the mysterious road northward to Soviet Russia; 2) the much-publicized but unfinished road to British Burma; and 3) the network of roads down into French Indo-China. This last had until last week carried by far the greatest part of all non-military goods going from the outside world into China. It had also taken out of China the tung oil going to the U. S. to pay off the \$25,000,000 credit given China by the U. S. last year. (Tung oil is essential for high-grade waterproof paints.) Some 6,000 U. S. trucks, including the Fords, Dodges, Studebakers, Chevrolets and Internationals shown above, driven mostly by Chinese, have been plying these thousand miles across country that had never smelled a gasoline exhaust until a year ago. Last fortnight disaster struck directly athwart this lifeline into China.

The Japanese Army had made a landing last

month at Pakhoi, across the Gulf of Tonkin from the island of Hainan, which it had seized last February. Moving fast, it had headed for Nanning, the chief South China control point on the main Indo-China road. On Nov. 24 the Japanese Army took Nanning.

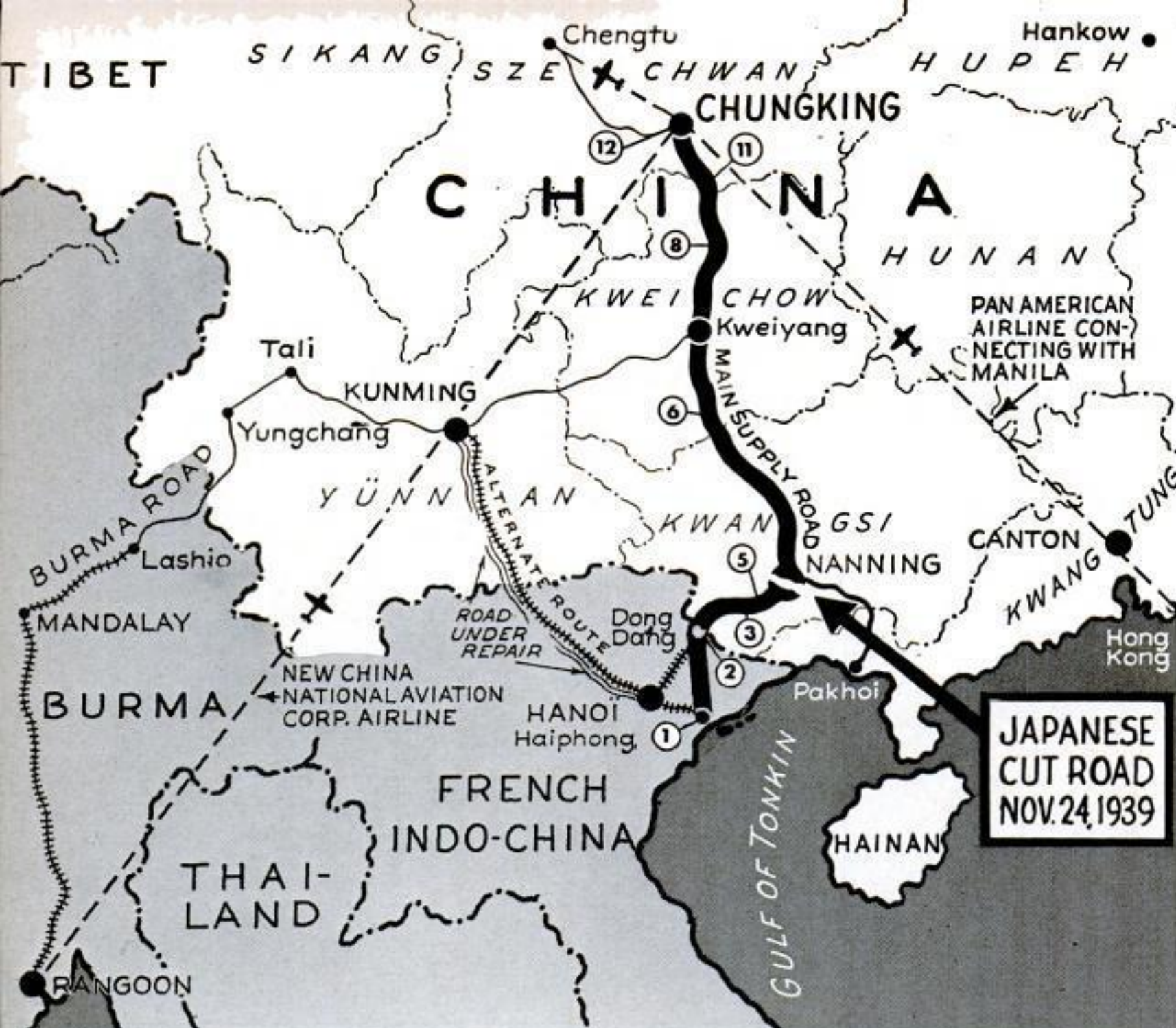


U. S. EMBASSY'S SUPPLY TRUCK USES INDO-CHINA ROAD

The Chinese trucks scattered along the road on both sides of Nanning sputtered to a stop. Much of the 1939 crop of tung oil was temporarily bottled up inside China. Thirsting for American gasoline, all the motor vehicles in free China also sputtered to a stop with only one month's supply of rationed gasoline available. The capture of Nanning put Japanese air bases within range of China's back door to French Indo-China.

But things were not so bad as they looked. The map on the following page shows the alternative route between the Chinese capital at Chungking and French Indo-China. Chinese armies were still fighting to win back Nanning and re-open this essential highway. And in Chungking an amazing renaissance of industrial energy was giving new strength to the Chinese cause.

LIFE shows on the following pages the amazing odyssey of its photographer, Rey Scott, from French Indo-China up the road to Chungking, and the great new industrialization of medieval Chungking, neither of which has ever been revealed before in pictures.



The Indo-China road, shown in sequence below, is indicated on map by heavy black line. The numbers in circles along the road place the scene of some of the pictures. Main road is now cut.

LIFE'S PHOTOGRAPHER TRAVELS CHINA'S LIFELINE FROM COAST TO CHUNGKING

Almost unknown to the outside world is the road that has actually supplied fighting China with two-thirds of its imports since Japan blockaded the coast ports. The publicity has gone to the British Burma Road but the traffic has gone to the road from French Indo-China to Chungking. A year ago there was a railroad from Haiphong (*see map*) to Kunming. Beyond that one could move only by pack-mule. China has completed in frantic haste a fan of roads leading out of China's back door. The main road from Chungking to Haiphong had never been photographed when LIFE's Photographer Rey Scott in October hitchhiked his way up it and took these pictures. He saw the road swarming with American trucks and American goods, driven by Chinese and Malayan "hell-drivers." He saw the same trucks coming back out with the invaluable tung oil, with which China has already financed \$11,000,000 worth of war. Only lately has China begun to develop the tin, copper, antimony and mercury found in this remote part of China.

The main Indo-China road shown on these pages is one of the world's most savage tests of a truck driver. It runs straight north across malarial rice-paddy country, past flowering cactus, wild rhododendron, into the craggy plains of Kwangsi, up to the tumbled mountains of Kweichow and Szechwan and finally into far-away Chungking.



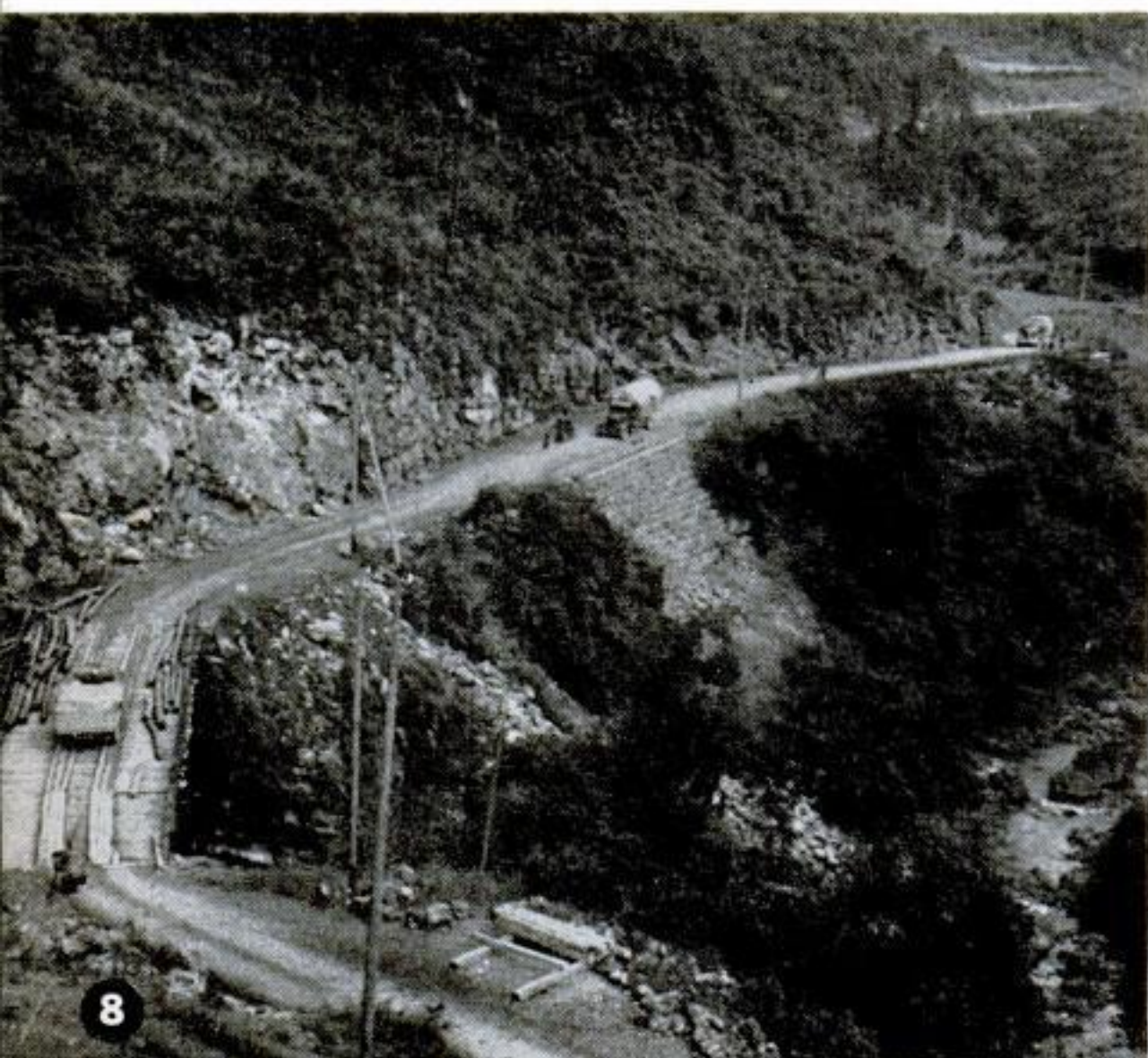
North through Kwangsi Province, the truck speeds soon after dawn past two trucks bringing out tung oil. The road, constantly repaired by coolie gangs conscripted by the village head men, is of gravel on stone.



Chinese "hell-drivers" stop for a meal along the road. They are uniformed but do not carry revolvers. Their trucks are constantly in danger of being bombed or machine-gunned by the Japanese planes. They are paid by the month, not by the trip.



In the middle of the day, the trucks park under great camphor trees like this to hide from Japanese



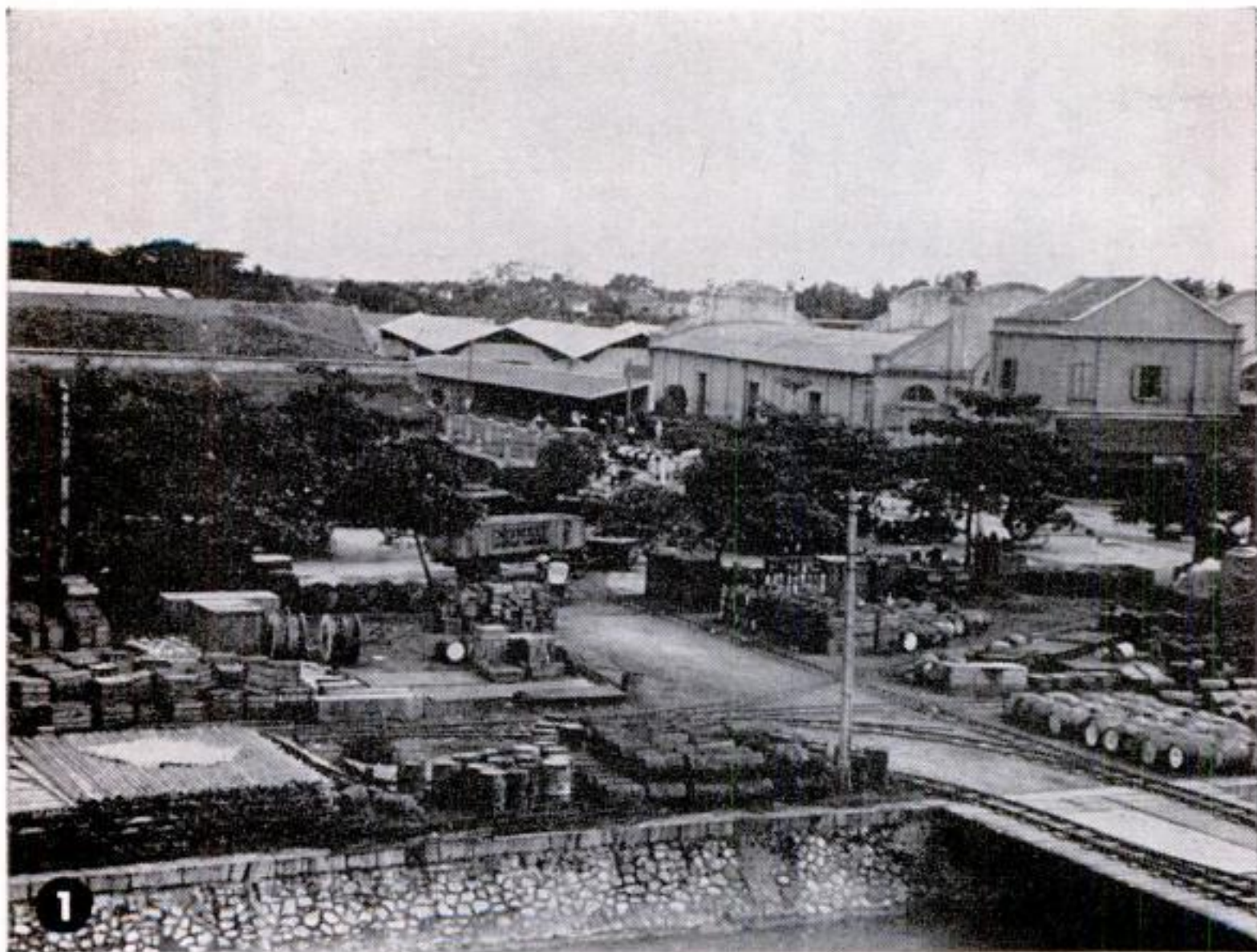
The hazardous road dips toward an old bridge. Rock is being cut from the hillside to make a new stone bridge. The road is full of dangerous curves, 72 hairpin turns, crosses two rugged mountain ranges.



A Red Cross truck that failed spills its load of gasoline along the road. Accidents are far too frequent but the Chinese Government is trying to train the reckless Chinese drivers to nurse their trucks along, make them last more than two years.



"Service station" wants two coppers for some water. These people, who had never even seen a wagon



1 The port of Haiphong in Indo-China is piled high with American goods—gasoline drums, iron pipe heavy truck tires (left center) for China. In foreground are drums of Chinese tung oil for the U. S. The narrow-gauge French railway to Kunming resembles an amusement-park railway.



2 At the border of French Indo-China an American Red Cross truck is inspected by French customs officials at Dong Dang. The customs shed is at left. The French usually forbid the passage of munitions. Fearful of Jap bombers, trucks wait until nightfall to cross the border.



planes. Here is a big convoy of ambulances sent by American Chinese. This is 20 miles from Nanning.



6 The road rises from the crag-rimmed lowlands of Kwangsi (see No. 3) into the high plateau of Kweichow Province toward Kweiyang. In these previously inaccessible hills live aborigines, including Nosu, Lissu, Min Chia, Shan, Kachin tribesmen.



7 A breakdown stops the truck of the Chinese Consolidated Benevolent Association of Los Angeles. Thousands of American Chinese lavishly give their savings to buy medicines and surgical apparatus for China.



two years ago, now contemptuously jaywalk. They figure the truck will hit the devil behind them.



11 Into the mountains of Szechwan Province (pronounced Setchwan), the road winds in a succession of hairpin turns. Sometimes there is a half-mile drop off the side of the road, sometimes room for only one truck. Here it is clear and cold. Chungking is not far.



12 Journey's end is the strange reborn city of Chungking. These trucks, the first of 1,000 new ones bought by the Universal Trading Corp. of New York, are loading with tung oil for the return trip to Haiphong.



In bombed Chungking, a Soviet Russian movie poster advertises a picture called *The Girl of the Guerrillas* behind a sidewalk towel peddler.

CHINESE MAKE A PITTSBURGH IN MIDDLE OF A WILDERNESS

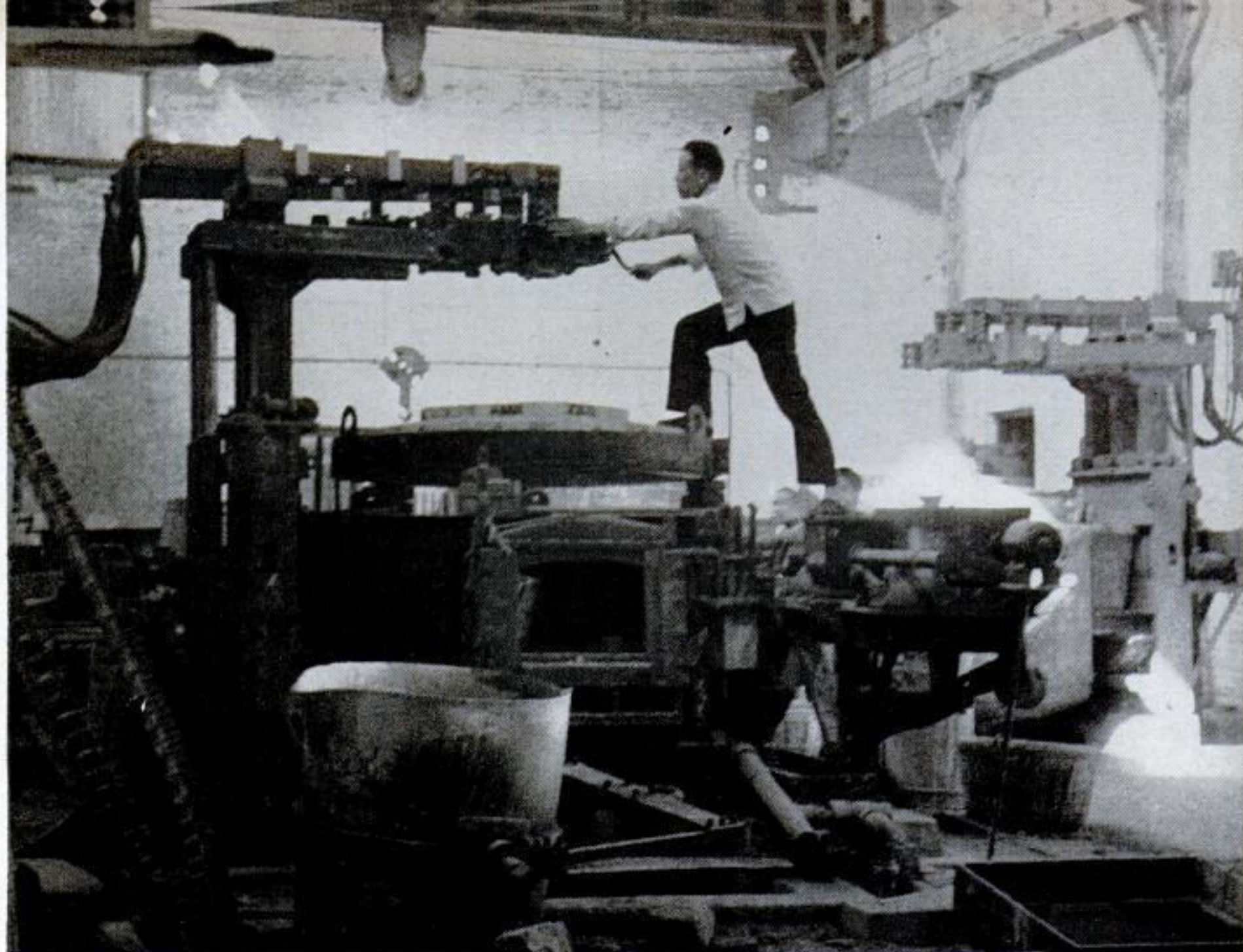
Probably the most herculean feat of modern times was China's bravado in simply picking up 120,000 tons of modern machinery on the coast and moving them a thousand miles inland to Chungking by river junk, mulepack and coolie tracker, before the invading Japanese. Result: in the medieval city of Chungking a kind of improvised, smalltime, hand-patched Pittsburgh has been born in one year. Without such industrial production, there would be no Chinese troops in the field today.

On these pages LIFE shows for the first time the visible results of this transformation. In and around Chungking, China's tiny, honest Economics Minister Ong Wen-hao (*below*) and his National Resources Commission operate 35 coal, tin, copper and mercury mines, 13 electric utilities and 15 industries. He extracts gasoline out of vegetable oil, distills alcohol, makes steel, machine guns, rifles, bullets, cement, paper, wood pulp, radio, yarn, flour. He exports tea, raw silk, tung oil, bristles, wolfram and antimony. All this manufacture was either newly built on the spot with the most primitive tools or made the trip up the Yangtze by junk and mule.

But Minister Ong still desperately needs artillery, gasoline, special tools, airplanes, chemicals. Chinese engineers, many of them recently educated in American colleges, are working miracles in Chungking. They have invented an admirable model of machine gun. Their primitive blast furnaces and electric furnaces produce iron that, mixed with ferrosilicon, makes a good steel. Of 400 factories in interior China, some privately owned, about a quarter are at Chungking.

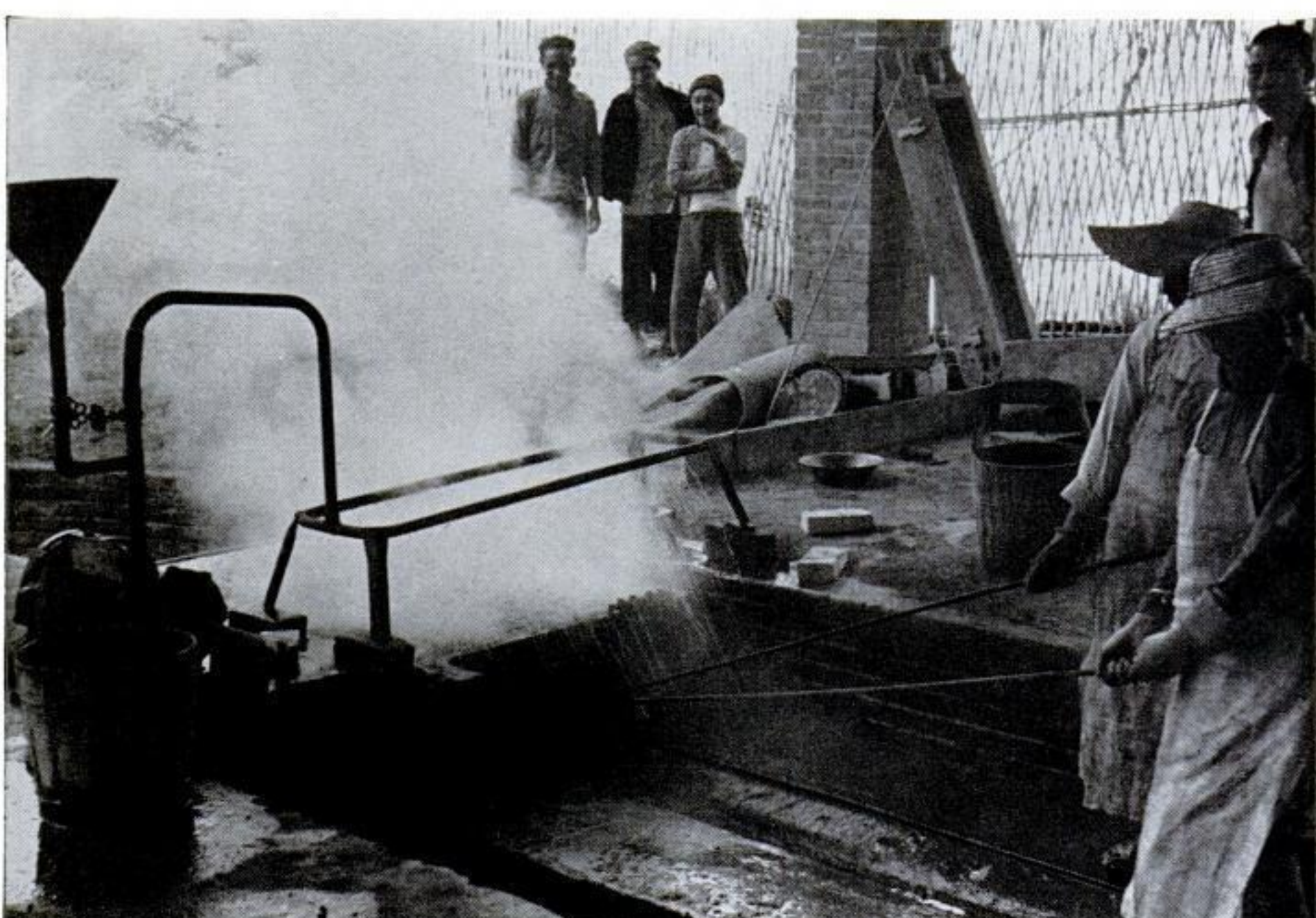


Economics Minister Ong Wen-hao, 50, able geologist, ex-university president, is one of Generalissimo Chiang Kai-shek's most loyal men.



Electric furnace in a steel mill was designed and made in Chungking with the most elementary tools. Two small Government steel mills use electric furnaces to produce a fine but expensive steel. The managers are Chinese

graduates of University of California and Massachusetts Institute of Technology. Many small mills use blast furnaces. Pride of China when finished will be an open-hearth plant producing some time next year.



Copper anode is cooled (*above*) in the Chungking factory managed by C. P. Yap, Colorado School of Mines '24. This copper is 99.5% pure. Anything less pure will crack if used for bullets. Below: apprentices in one of

Chungking's two chief steel mills install a Diesel engine taken from a ship for use in the rolling mill. Workers get about 12¢ a day, would work just as hard for nothing, for Chungking is full of Chinese patriots.





↑ **Textile mill** of 50,000 spindles (*above*) now turns out cotton yarn in Chungking. It was moved bodily from Shanghai, 1,000 miles down the Yangtze River. Difficulty is in training local girls to run the spindles. Some 4,000 are now being broken in, will be ready by early next year. The cotton used comes from Shansi Province.

↓ **Steel-mill derrick** (*below*) sliding along the roof was entirely designed and built in Chungking by Assistant Manager S. H. Fong, Cornell '27. This small mill makes cylinders, steel for armor, building construction, railway rails, hand grenades, machine guns, etc. The plant now has two electric furnaces and a rolling mill.



LIFE ON THE NEWSFRONTS OF THE WORLD

Brave little Finland fights for its life; France stands by Daladier; 1940 Hopefuls warm up

The burning body of a woman hung out the window of a car on an empty, smoking street. An old man sat in a ditch with the tears of numb woe freezing on his jaw. Two inches of snow lay on Helsinki, Europe's neatest, sweetest little capital. And again and again, huge bombers with the red Communist star painted on their wings racketed up from the horizon to blast away at the decent self-respecting democracy of Finland. The light lasted only from 10 a.m. until 2:30 p.m. All through the freezing 20-hour night, the Finns had time to patch their wounds.

The anger of the stolid, stubborn men of Finland sent every able-bodied man to the front to find the nearest Russian soldier. As the days passed, it appeared that the little Finns were putting up such a heady, savage fight as the modern world has rarely seen. But stubborn heroism is impotent against thousands upon thousands of field guns battering earthworks, against thousands of planes spotting and strafing positions.

LIFE has shown lately and at length modern Finland and Russia's drive for control of the Baltic (Oct. 30) and Finland's Grand Old Man, Baron Mannerheim (Oct. 23). For the military side of last week's war, turn to page 34 for a map and Major Eliot's explanation. In Helsinki last week, as the bombs fell and the fires burned, young Photographer Frank Muto was taking for LIFE pictures of Finland's tragedy.

Though Russia had been mounting its crude and ugly attack on Finland for two months and its actual onslaught was no great surprise, a shudder of appalled indignation last week swept the world. In the U. S., where Finland is very popular, President Roosevelt summed up this country's feeling when he expressed "profound shock" at such "wanton disregard for law." American cartoonists were quick to depict the absurdity of big Russia's position in relation to little Finland (*see cut*). Italy's *Il Telegrafo* sneered, "The wolves are having their day." The universal disgust was heightened by Russia's long and voluble pretense that it is the world's chief champion of Peace. Only the Communist New York *Daily Worker* attempted to maintain this pretense with a headline: RED ARMY HURLS BACK INVADING FINNISH TROOPS.

In this bold-faced aggression, Moscow followed the



"OUR HEARTS BLEED FOR YOU, JOE!"

Berlin technique. The customary press attacks reached a climax last week when the official Communist Party newspaper *Pravda* screamed insults at Finland's mild Premier Aimo Cajander: "Clown! crowing rooster! squirming grass snake! marionette! small beast of prey without sharp teeth and strength but having a cunning lust . . . smearing crocodile tears over his dirty face."



RYTI

Next step, by only five hours, was a fake "incident" on the border in which the Finns were accused of firing on the Russians. This was followed, as fast as the Communist machine could work, by drummed-up mass meetings of protest in the night shifts of Russian factories. The usual diplomatic notes, denunciations and break-off of relations were hastily pushed through before the flights of bombers rose into the subarctic dawn.

To placate the Russians after the bombs began to fall, Premier Cajander and his Cabinet resigned, despite an overwhelming vote of confidence by the Finnish Parliament. His place was taken by a British-knighted financial expert, Sir Risto Rytty. Moscow did not like him any better but promptly recognized a "People's Finnish Government" that bobbed up behind the Russian Army lines. This was headed by one Otto Kuusinen, a member of the Moscow Comintern who has not been seen in Finland for 18 years.

Far away in Amsterdam, a profound Dutch criticism of Joseph Stalin crashed through a Russian bookstore window wrapped around a rock. It was Nikolay Lenin's promise in 1918 that the Finns should be free.

Stubborn Daladier. The Daladier Government has been ruling France under decree powers since last March. Barely a day before the powers expired on Dec. 1, Parliament was called, for the first time since war began, to renew them. In the Chamber of Deputies, members chafed, grumbled and grew stubborn at this Parliamentary abdication, but the Premier was twice as stubborn. Rather than let the world think France divided, the Deputies gave in and voted all the powers "for duration of war." The Senate quickly concurred. Decrees will be submitted to Parliament within a month for approval "if Parliament is in session."

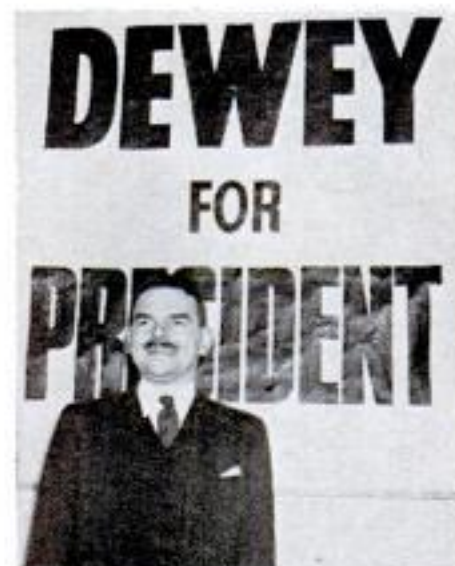
A Frenchman was picked last week as chairman of the Supreme Allied Economic Council, with headquarters in London. He is Jean Monnet, able international banker, ex-deputy secretary general of the League and a great wine merchant. His family makes cognac.



MONNET

1940 Warm-Up. Eleven months before Election Day, most of the 1940 hopefuls were strenuously warming up. Thomas E. Dewey opened campaign headquarters in New York City and, after receiving pledges of support from most State Republican leaders, revealed that he was willing "to make this fight." Managers of Paul V. McNutt's energetic campaign for the

Democratic nomination ("If Roosevelt doesn't run") claimed they had already sewed up 100 Eastern votes for the first ballot. Friends of Herbert Hoover said they had 102 "friendly" delegates lined up. Representative Hamilton Fish Jr. caused the New York *Times* to headline: FISH ISSUES THREAT TO SEEK PRESIDENCY. In San Francisco, Senator H. Styles Bridges of New Hampshire promised that if he were elected President he would see to it that Labor Leader Harry Bridges was deported. In Oklahoma City, Senator Robert A. Taft of Ohio sturdily whumped at the New Deal's "insane deficit policy." In Warm Springs, President Roosevelt kept on talking about economy,



1940 CANDIDATE

proposed to make next year's deficit look smaller by putting special national-defense expenditures in a separate budget. Governor John W. Bricker of Ohio, G.O.P. dark horse, sat tight on top of one of Ohio's periodic Relief crises, caused by refusal of the rural-dominated Legislature to appropriate sufficient funds for urban Relief or to permit cities to raise funds by special taxes. With thousands of Relievers in Cleveland and other prosperous cities dropped from the rolls and subsisting largely on rolled oats, flour and apples supplied by the Federal Surplus Commodities Corp., demands grew that Governor Bricker call a special session of the Legislature. The Governor, out to make an economy record by keeping his budget balanced, refused.

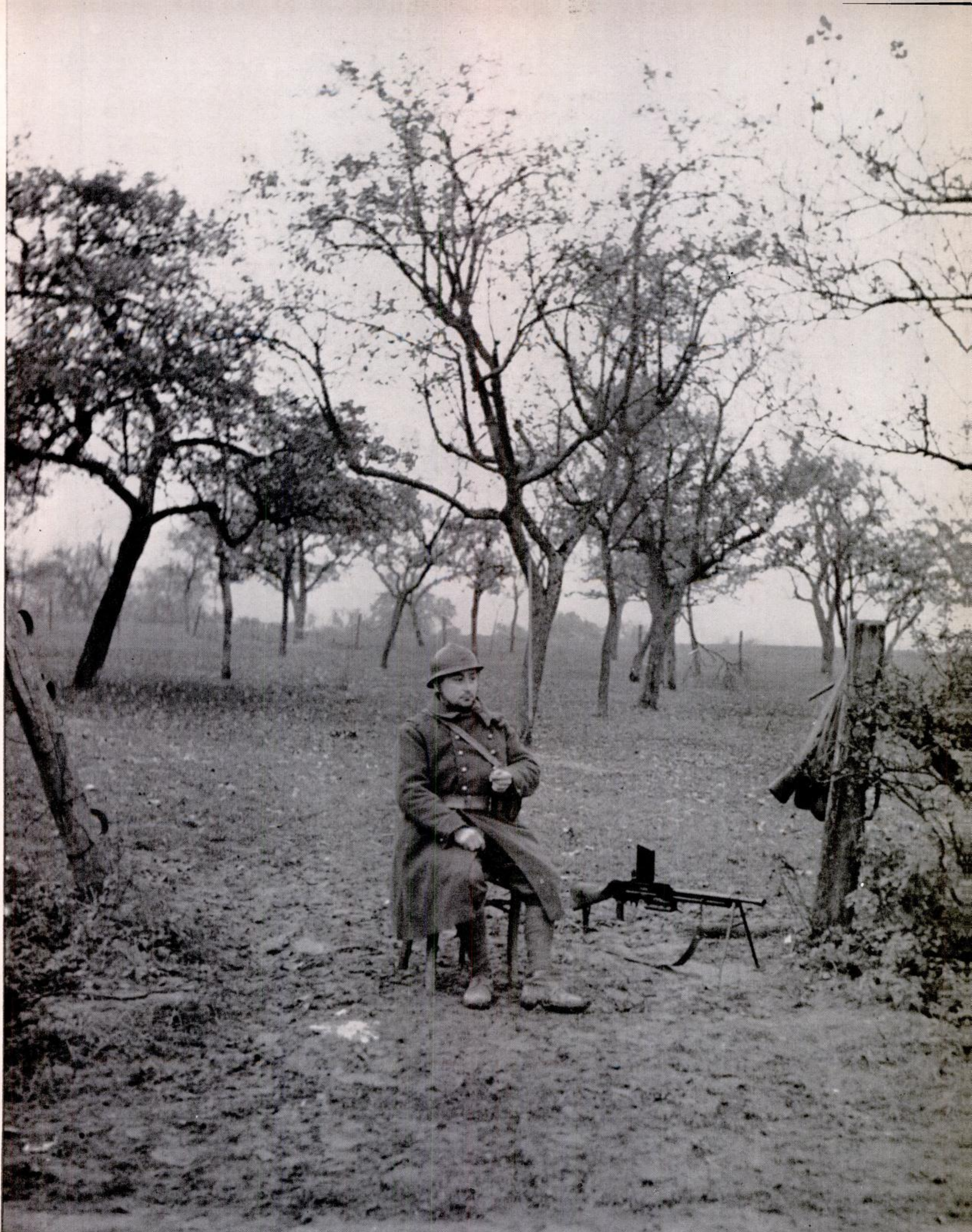
Big Book. Literary event of the year was the publication by Harcourt Brace on Dec. 1 of Carl Sandburg's *Abraham Lincoln: The War Years*, which critics promptly and unanimously acclaimed as probably the best biography of Lincoln and one of the greatest biographies ever written in America. Carrying on where he left off in *Abraham Lincoln: The Prairie Years* and supporting himself betimes by ballad-singing platform tours (*LIFE*, Feb. 21, 1938), Poet Sandburg worked eleven years at his great labor, wrote some 1,750,000 eloquent words which, with many illustrations including 414 rare old photographs, fill four fat volumes. Price: \$20.



SANDBURG

PICTURE OF THE WEEK

"Activity: nil" was the French communiqué issued Nov. 30 for the first time in this war. This state of atrophy on the Western front cannot be shown better than by the picture on the opposite page. The French light machine-gunner sitting by his Châtellerault has two men of his squad out in front watching for a German raiding party, need not worry until they give the alarm. He is getting very bored with sitting around in cold, wet weather. But the reason for the inaction is precisely the terrible effectiveness of such weapons as his machine gun.



War on the western front: a French poilu sits guard on German border



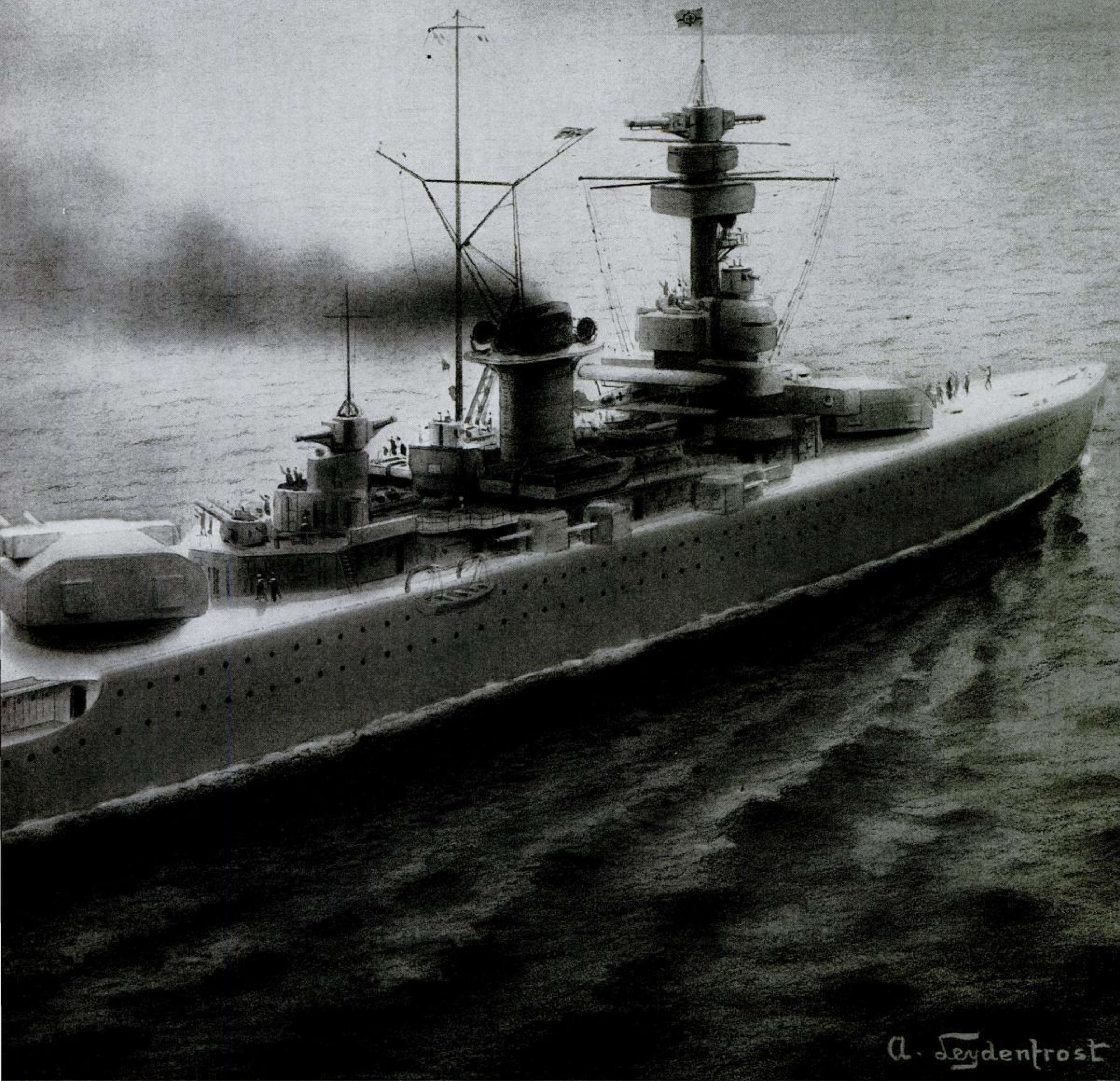
GERMANY'S "DEUTSCHLAND"

SINKS BRITISH CRUISER

IN BIGGEST SEA BATTLE

It was in the fading light of a North Atlantic November afternoon that the lookout of the armed British merchant cruiser *Rawalpindi* sighted something every eye in the British Navy had been straining to see. "It's the *Deutschland*, all right," observed the *Rawalpindi*'s Captain E. C. Kennedy, as his binoculars showed him the beautiful sleek lines of Germany's dread pocket battleship. For two and a half months the *Deutschland* had flickered between the West Indies, the Azores and Newfoundland. British cruisers, destroyers, submarines and aircraft carriers had ranged the high seas looking for her and the Admiralty was busily plotting search curves, as certain to find her as the laws of mathematical probability. But the *Rawalpindi* had done it.

The job of this converted 17,000-ton P. & O. liner had been to patrol the area between Iceland and Scotland. She had been armed with four 6-in. guns on each side. And as luck would have it, on Nov. 23 she stumbled on an armored enemy with six 11-in. guns capable of firing shells 17 miles. Captain Kennedy sent his crew of naval reservists and pensioners to their battle stations. He dropped smoke floats into the sea to make a smoke screen through which to try to escape. The *Deutschland*'s Captain Wenneked broke out the flag signal meaning "Stop at once." The *Rawalpindi* did not stop. She had turned her starboard quarter to the *Deutschland*, bringing all four starboard guns to bear. The *Deutschland* fired one shell across the *Rawalpindi*'s bow. Then, at six



miles, all six of her 11-in. guns threw a salvo over the *Rawalpindi*. The *Rawalpindi* answered with four 100-lb. shells. The *Deutschland*'s next salvo straddled the *Rawalpindi*. Its third, two minutes after firing had started, made clean hits, put out all the *Rawalpindi*'s lights and broke the electric ammunition winches. The fourth salvo blew away the *Rawalpindi*'s bridge and wireless room. By this time a German light cruiser, reportedly the *Emden*, had appeared on the *Rawalpindi*'s port and was blazing away with six 6-in. guns. The *Rawalpindi*'s bloody crew went on serving their guns until the last had been put out of action and the whole ship was ablaze from forecastle to poop.

As twilight fell the Germans ceased fire. Justly

proud of a superb job of gunnery, the *Deutschland* raced past the *Rawalpindi*'s lifeboats, swamping one with its wake. The German crew danced on the deck and jeered at the British amateurs.

LIFE's Artist Leydenfrost has picked this moment in the most considerable sea battle of the war. The *Deutschland*'s turrets, entitled Hitler and Hindenburg, are trained abeam, as is the range-finder on the foremast. Decks are cleared for action. In the distance is the German light cruiser. Eight hours later the *Rawalpindi* turned turtle and sank. Of a crew of 300, 41 were saved—30 by the Germans, 11 by the British.

Said Prime Minister Chamberlain of the *Rawalpindi* crew: "Those men must have known as soon as they sighted the enemy that there was no chance for

them, but they had no thought of surrender. They fought at their guns until they could fight no more."

The speed of the 10,000-ton *Deutschland* is 26 knots. The British and French Navies have only five battle cruisers with speed and armament comparable to the *Deutschland*. But because the *Deutschland* operates as a lone raider without the usual capital-ship screen of small craft, she is particularly vulnerable to torpedo attack from smaller craft. The *Deutschland*'s threatened damage to commerce has so far been a false alarm but she has succeeded in keeping busy a great part of the British Navy. By the proper use of merchantmen as decoys, roving destroyers in divisions or alone, lurking submarines and scouting planes, the Allies ought to catch the *Deutschland* soon.

BRITISH WARPLANES ARE TOWED ACROSS CANADIAN BORDER AT MONTANA "PORT OF EXIT"

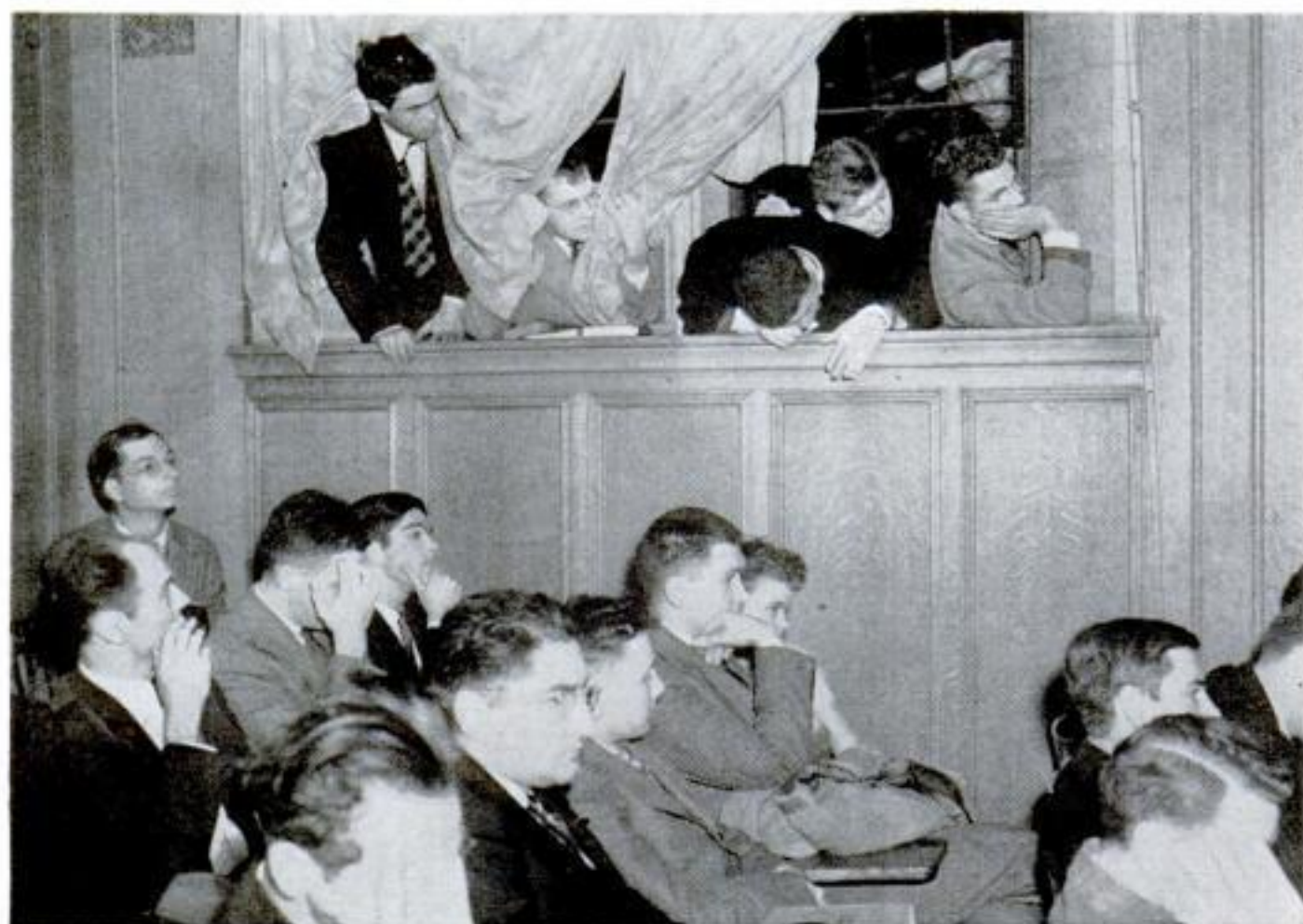


At Sweetgrass, Mont., warplanes built by American aircraft manufacturers for Britain's Royal Air Force were towed across the Canadian border last week in conformity with the U. S. neutrality act, under which neither American

nor Canadian pilots may fly military planes over the frontier. Fog-free Sweetgrass has become an important "port of exit." From plants in California, planes are flown to Sweetgrass, thence "shipped"—towed by automobiles—across

the border. The plane shown above has its nose in Canada, its tail in the U. S. The strand of barbed wire on ground denotes the boundary. Should Canadian Army pilots cross it, they would be liable to internment for duration of the war.

BROWDER AT YALE: NO. 1 COMMUNIST CHEERED AND JEERED BY STUDENT MOB



In the auditorium of Yale's Sheffield School, an audience of 1,000 including those at window (above) heard Earl Browder speak, Nov. 28, while 2,400 students and "townies" cheered and jeered outside. Barred by Harvard, Princeton and Dartmouth, America's No. 1 Communist ignored catcalls, retorted sharply but amiably to hecklers.



Leaving the campus, Browder was surrounded by student demonstrators who rocked his car violently from side to side. The driver managed to get it started and away before it was overturned. Declared Communist Browder afterwards: "I was surprised at how little hostility was shown. The students were beautifully behaved."



L. S. U.'S EX-PRESIDENT CUTS CANE IN STRIPES

Balked in an attempted suicide few weeks ago in his prison cell at Baton Rouge, La., Dr. James Monroe Smith, former president of Louisiana State University, was sent into the fields at Angola penal farm, Dec. 1, to cut sugar cane with fellow convicts. Once the \$18,000-a-year protégé of the late Huey P. Long, Dr. Smith is now serving an 8-to-24-year sentence for misusing funds of the university he had helped create as a glittering monument to the Kingfish's academic fancies. On his release from Angola he will

face Federal sentences of 2½ years for mail fraud.

When he heard his sentence a month ago, the 51-year-old educator told reporters: "I am looking forward to the time of my release so I can salvage something from the wreckage of my life." Six days later he slashed an artery in his foot and was found by a jailer, bleeding to death in his bath. He was taken by ambulance to the farm at Angola. The picture above shows him in regulation convict stripes, holding machete in his right hand, cane stalk in his left.

ON SADIE HAWKINS DAY, GIRLS CHASE BOYS IN 201 COLLEGES



DAISY MAE & LI'L ABNER

The astonishing growth of *Li'l Abner* in five years from an unknown comic-strip character to a national figure, followed by more than 20,000,000 readers of 400 newspapers from coast to coast, is a phenomenon of modern syndicated journalism. The wildfire extension of Sadie Hawkins Day as an unofficial U. S. collegiate holiday is a testimonial to the delights of co-education.

Here you see Sadie Hawkins Day as observed, Nov. 26-28, on the campus of Texas Wesleyan College, Methodist Episcopal institution at Fort Worth. In Dogpatch, Ky., the original Sadie Hawkins chased and caught herself a husband on Nov. 4. This fall that epic pursuit was recreated on 201 campuses, 188 cities and towns, beginning in October and continuing through both Thanksgivings. After Christmas there will be more.

Essence of Sadie Hawkins Day is Girl Dates Boy. The scene opposite is typical. It shows Texas Wesleyan's Gordon Herring, treed by wooers, each bent on taking him to the gymnasium dance. Costumes derive from characters in *Li'l Abner*. Girls generally dress as pretty Daisy Mae rather than as homely Sadie Hawkins. At Texas Wesleyan, where Bible study is a required course, a slogan for Sadie Hawkins Day was found in Daniel, XII, 4: "Many shall run to and fro, and knowledge shall be increased."



CHASED BY DOROTHY DITTERLINE, GIRL-SHY HAROLD HACKNEY LEAPS OVER A HEDGE TO SAFETY



Sadie Hawkins Day begins. Starter states rules: "At the first shot you boys run. At the second the gals com-

mences. Any boy which any gal ketches is got t'ask her to the Sadie Hawkins Saunter in the jimnashum."



In the "jimnashum" Sadie Hawkins Day ends in Virginia reeling. Boys came dressed as Li'l Abner, hero of

Dogpatch, Ky. Most girls are Daisy Mae. Eighth from right appears as Pansy, Abner's pipe-smoking mother.



Hunter and hunted, Mildred McCans and Howard Young—"a real varmint of a man"—stroll hand in hand to the big shindig in the gym.



REDS ATTACK FINLAND BY LAND, SEA AND AIR

by MAJOR GEORGE FIELDING ELIOT

The strategy of the Russian attack on Finland, together with the main thrusts during the first two days of fighting, is shown on the map at right. The principal land drive by the Soviet Army has been across the Karelian Isthmus between Lake Ladoga (largest in Europe) and the Gulf of Finland. Through this isthmus run the only good rail and road connections from the Soviet Union to the chief Finnish cities. Here there are comparatively strong Finnish fortifications, and the initial Finnish resistance appears, at the moment, to be stout.

A secondary land drive is being made against Suojärvi, north of Lake Ladoga, apparently with the idea of taking the line of isthmus fortifications from the rear. Initial Finnish resistance at Suojärvi does not appear to have been very strong.

In the far North, against the Arctic port of Petsamo, the Soviet forces are said to have reached their objective by the use of parachute troops. In this area are valuable nickel deposits.

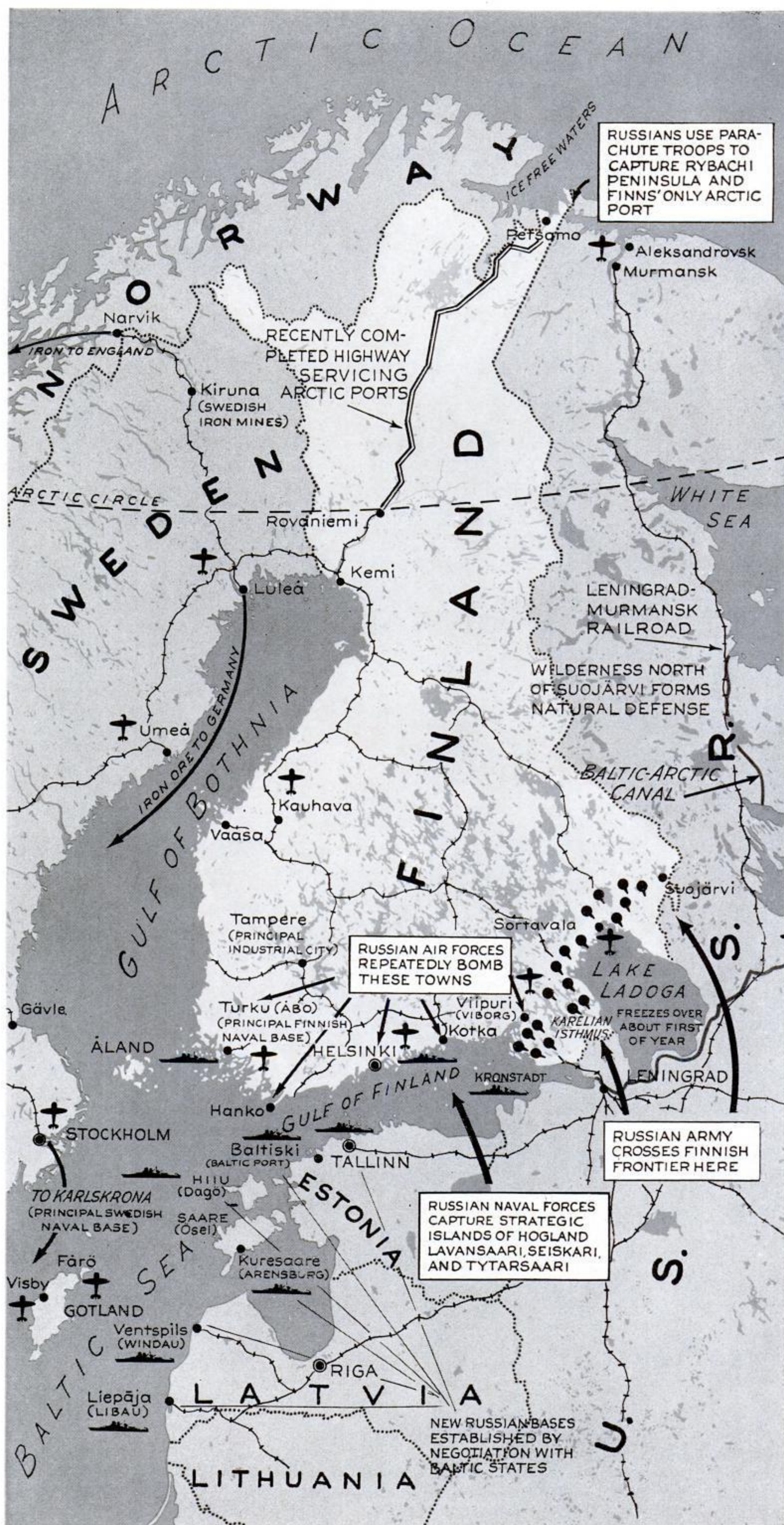
The Reds' air attacks were widespread, including the apparently deliberate bombing of open cities. Hundreds were reported killed in repeated bombings of Helsinki, Viipuri, Kotka, Hanko and Turku. These air attacks were quite obviously directed at breaking the "civil will" of Finland and will long be held up to the small states of Europe as a grim reminder of what happens to a little country that dares to resist the will of a great one.

Finally, the Soviet fleet, assisted by small landing forces, seized strategic islands in the Gulf of Finland but was repulsed, reportedly with the loss of the new cruiser *Kirov*, by Finnish land batteries at Hanko. It was Finland's refusal to permit a Soviet base at Hanko that ruptured the Moscow negotiations and led to the current fighting.

As with Poland, Finland's lack of an adequate defense against a tremendously superior air force appears to be a fatal handicap to Finnish resistance. Against a Finnish force of perhaps 200 planes, the Russians were able to mass approximately 3,500 first-line aircraft with a high proportion of bombers. This initial superiority, assuming half the Russian force to be employed in the attacks on Finland, is thus in the neighborhood of ten to one, or about twice the initial superiority of the Germans against Poland, where their air force proved so important an ingredient of victory.

If fighting continues, one important factor may be the freezing of the Finnish lakes and watercourses. Hard-frozen ground is, of course, very good for mechanized forces and motor transport. Ice 10 inches thick will bear the weight of almost any military load, while 6-in. ice is sufficient for light field guns and 3- to 4-in. ice for infantry with appropriate intervals. But the southern Finnish lakes have not yet frozen solid.

As to the Russian objectives, these may turn out to be merely the occupation of the points originally demanded (Hanko, the islands in the Gulf of Finland, the Petsamo region and a rectification of the frontier on the Karelian Isthmus) or may now include Russian hegemony over the whole country. The former objective is concerned with Russian desire for security in the Baltic, seizing upon this favorable moment to achieve it. The latter might indicate further Russian ambitions directed toward obtaining ice-free ports on the Arctic coast of Norway. Certainly no German government could be other than uneasy as the outstretched talons of the "Bear that walks like a man" reach farther and farther to the West.



“And the same
to you”



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THE PAUSE THAT REFRESHES
WITH ICE-COLD COCA-COLA AT HOME

When you're at your busiest, don't forget that the busiest man in the world...old Santa...takes time to pause and refresh. So this Christmas in remembering others don't forget to remember yourself now and then... with an ice-cold Coca-Cola for *the pause that refreshes*.



Right

Right from the start you'll realize why
EVERY 7th FAMILY DRINKS A&P COFFEE!



AT ALL A & P FOOD STORES

FROM THE START (THE PICK OF THE PLANTATIONS)

Of all the grocers in the United States, only A&P maintains its own staff of experts in the principal coffee districts of South America. From this resident force of 60 our buyers go back into the highlands, where they choose the pick of the plantations.

Other A&P experts taste-test each batch of coffee at the seacoast before it is stowed away on fast ships far from any cargo that might harm its delicate flavor and aroma. In the United States test after test is made. Then the coffee is blended in A&P's modern plants, roasted to the peak of flavor and rushed to our own stores to be ground fresh to your order at the moment of purchase; and ground correctly for *your* coffee pot.

From plantation to you, each step is under A&P's control. Many in-between profits and extra handling charges are eliminated. That's why you get such superb coffee at such amazingly low prices. Coffee is a notable example of how A&P reduces the food costs of millions of families. Try A&P Coffee and convince yourself — there are three distinctive blends.



Critical experts judge the flavor of A&P Coffee in five separate tests. Each batch of coffee must conform to A&P's uniformly high standards before it goes to our stores.



Important: A&P Stores give you the right grind for your coffee pot. For Regular Pot, order coarse; Percolator, medium; Drip Pot, fine; Vacuum Pot, extra fine.

Right Now JOIN THE THOUSANDS WHO ENJOY THESE FINE, FRESH COFFEES AND **SAVE UP TO 10¢ A POUND**

EIGHT O'CLOCK COFFEE
FRESHLY ROASTED
GROUND TO ORDER
A&P COFFEE SERVICE

MILD AND MELLOW

RED CIRCLE COFFEE
FRESHLY ROASTED
GROUND TO ORDER
A&P COFFEE SERVICE

RICH AND FULL-BODIED

BOKAR COFFEE
FRESHLY ROASTED
GROUND TO ORDER
A&P COFFEE SERVICE

VIGOROUS AND WINERY

A&P COFFEE SERVICE



Before the New York Boxing Commission sits Harry Thomas. When Commissioners Walker Wear, General John Phelan and

Bill Brown (l. to r.) asked whether he "took a dive" (i.e., threw the fight) for Max Schmeling, Thomas refused to an-

swer. He said it was an incriminating question. Attorney General's attaché, William Cahill (at far right) agreed with him.

BOXING COMMISSION FAILS TO MAKE HARRY THOMAS TALK

In Chicago, a month ago, Heavyweight Harry Thomas, called "Horizontal Harry" because he has lost so many fights, precipitated a scandal by admitting to newspapermen he had thrown fights to Max Schmeling and Galento. Last fortnight, the New York Boxing Commission, most important in U. S., summoned Harry to explain himself. Bashful and sullen, Harry did so. But to the commission's wheedling questions, Harry gave no answer. Reason: it is a crime to throw a fight in New York State, and the Thomas-Schmeling fight had been staged in New York. If he admitted anything, he might be sent to jail. Said he, "I don't want to be sent up the crick to clear the commission. And I hold the commission in the highest regard."

As the commission pondered ways to make Thomas talk, the boxing crowd feared it might be in for a first-class scandal. In a hundred dingy New York offices, they were busy shrugging off Thomas' story. Promoter Mike Jacobs and Referee Arthur Donovan said that the Schmeling fight was on the level. But in Washington D.C., Maryland's Representative Ambrose Kennedy threatened an investigation, recommended government control of boxing. The general public, realizing that few sports are more dishonest than boxing, thought the moguls had better clean up their own game before somebody does it for them.



Horizontal Harry's lawyer was John F. Dailey Jr. When Thomas refused to talk, the commission hurriedly sent for

an attaché of the Attorney General's office to see if the commission had power to make Thomas talk. It did not.

THE 3-WAY is made in a variety of handsome grained leathers, in black or in brown, and at prices beginning at \$3.50. Illustrated are three popular models, (upper right) the Pin Seal at \$10, (center) the India Goat at \$5, and (lower left) the Buffalo at \$3.50.

A Christmas Tip

IT'S HERE AGAIN—that annual gift problem! And again to find a present that is original and new to top the Christmas list for him and/or her.

You ask what *she* wants? Something ultrasmart? Something very practical? Something superspecial? Well, here it is—the three-in-one—the new Lady Buxton “3-Way”—in colors that will accent her Christmas Spirit . . . For *him*, there's the Buxton “3-Way” that has made such a hit with men since it was introduced last year—a versatile man's billfold designed for all-day use.

“3-Ways” are made for every active phase of a man's or woman's life—adaptable at a moment's notice to suit every need in smartness, usefulness and sheer practical service . . . in finest leathers that money can buy, with the best possible craftsmanship, and at prices to suit every pocket.



Other Buxton Billfolds for men as little as \$1. Stitchless models, \$2 up.



An Ingenious “Secret Compartment”—Simply draw the center “partition” toward you. Lift out the end. It unlocks, revealing an extra full-length “hidden” compartment that keeps larger bills, personal papers, checks, etc., out of sight.



Now It's Two Buxtons—The “partition” is really a swank, wafer-thin billfold—complete in itself, completely removable—with all the necessary pockets for theatre tickets, currency, etc.—What's more, it can't bulge your smooth-fitting evening clothes.



Three Full-Length Compartments—Insert the inner fold open side up (it locks in) and you have three full-length compartments separating checks, bills, papers, etc.—a regular “pocket file” with plenty of organized room to carry everything.



AND KEY-TAINERS TO MATCH
—With Buxton's patented locked loops that keep keys really safe—for both ends of the loop lock securely into a Buxton Key-Tainer so there is no chance for a key to slip off and get lost. Leathers to match your Buxton billfold. Lady Buxton models in colored leathers to match the Lady Buxton folds. Prices from 50c to \$6.50.



Write for the free folder showing the complete Lady Buxton line—also folder on the men's “3-Way.” Buxton, Inc., 104 Orleans Street, Springfield, Mass. New York offices, 47 West 34th Street, N. Y.

**BILLFOLDS • KEY-TAINERS
POCKET CASES**

"3-Ways" to Please

BUXTON'S unique "3-Way" Billfolds—which make such a great hit with men—now offered also in smart "Accessory Colors" for women—answer the gift problem in all-day, all-purpose usefulness

Lady Buxton "3-Ways," shown at left, are in de luxe Smooth Calf at \$5. They also come in Morocco Grain Sheep at \$3 and Baby Pin Seal at \$7.50.



Other Lady Buxtons from a Dollar. Only \$1 for solid colors; \$1.50 and \$2 for "two-tone" models. De luxe models in Calf and Pin Seal, \$2.50 to \$5. With two bill pockets, one zip-fastened, \$3 up. In Lipstick, Navy, Burgundy, Green, Chocolate and Black, they're the perfect "color accent" for each ensemble.

For Her



Morning When method is her mood, the Lady Buxton "3-Way" offers three full-length compartments, separating checks, bills, papers, etc. There are also special little pockets for cards, tickets, driving license.



Noon When she steps out to shop or travel—the center partition can be reversed—locked in—making a hide-out for personal papers, larger bills if any! And you'll note a specially roomy pocket that carries all the change she should have.



Night When going "on the town"—the inner partition actually comes out—a complete billfold in miniature—paper thin to slip into her daintiest evening bag—and just the right color accent for that newest gown.

Beccaude-
IT'S MILD and MELLOW!

Calvert is the world's largest selling whiskey

Calvert "Reserve" BLENDED WHISKEY—90 Proof—65% Grain Neutral Spirits . . . Calvert "Special"
BLENDED WHISKEY—90 Proof—72½% Grain Neutral Spirits. Copr. 1939 Calvert Distillers Corp., N. Y. C.

Blended Whiskey





Maynor sings in a powerful soprano voice, with amazing range and accuracy. Her pianissimo notes are lovely. Her face shows that she has Indian blood in her veins.

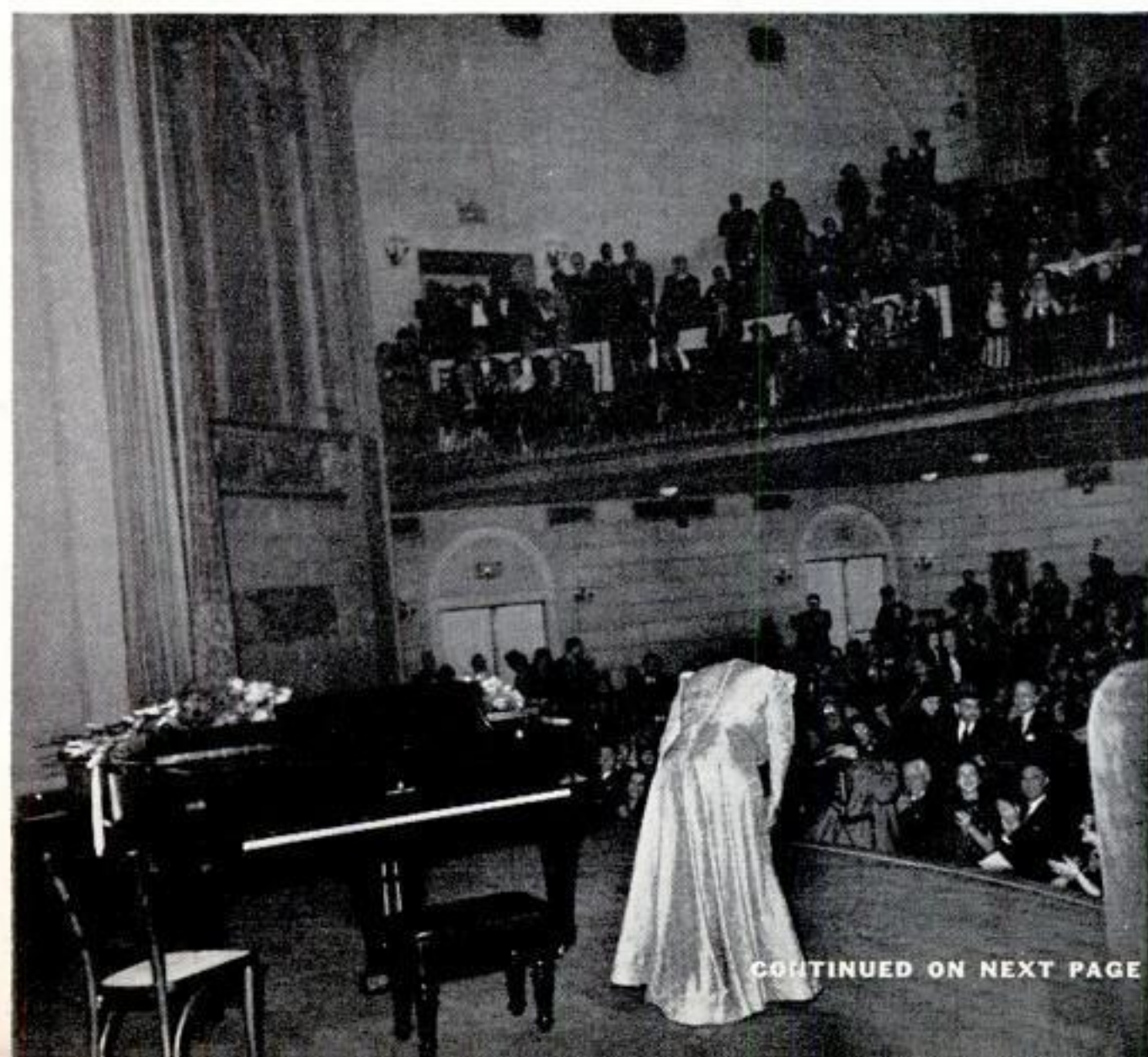
A NEGRO SINGER FROM VIRGINIA MAKES EXCITING CONCERT DEBUT

When Dorothy Maynor came out for her first appearance at Town Hall in New York, Nov. 19, the house was packed with music professionals. Their grapevine had advised them the debut of this Negro soprano was going to be something to hear. Serge Koussevitzky had called Maynor "a native Flagstad."

Dorothy Maynor was so nervous that her knees shook and tears were in her eyes. But there was no nervousness in her sweet, clear voice. The audience, at the end of an exacting program, stood up and yelled excited approval. The *Times* critic next day said: "She has virtually everything needed by a great artist. . . . Her voice [is] one of the finest the public can hear today." No Marian Anderson, she showed that she might some day rival that great Negro singer's artistry.

Only 29 years old, Dorothy Maynor is the daughter of a Norfolk, Va., Methodist preacher. She studied at Hampton Institute, toured Europe in its choir. She is 4 ft. 10 in. tall, weighs 145 lb. In operatic arias, she stands in conventional fashion, hands folded in front. But when she comes to spirituals, she leans elbow on piano, jounces her chunky body up and down as she sings.

An ovation greeted Maynor as she came out to bow at the end of the concert. In the boxes sat star singers. Stoodees lined the walls. Everybody wanted more encores.



CONTINUED ON NEXT PAGE

STARTING A NEW DECADE WITH A NEW DEAL FOR CARD PLAYERS

SAMSON DeLuxe CARD TABLES

1940 JUBILEE VALUES

LOOK HOW STURDY THIS TABLE IS... NO WOBBLE, NO SHIMMY!

WHAT A STUNNING NEW TABLE... I MUST GET ONE!

IT'S A SAMSON AND A REAL BARGAIN AT \$298... YOU'D BETTER HURRY!

THESE SAMSON CHAIRS ARE SO COMFORTABLE

No. 745 (right). Ivory Samson-hyde, frescoed border in bas relief. Looks like hand tool-leather.



No. 795 (left). Cedar and dark walnut effect for checkers and chess as well as card playing.

No. 767. Smooth walnut effect border with deeply embossed simulated green Russian walnut grain center. No. 762—maroon center. No. 763—brown center.

Leading Stores From Coast to Coast in Nation-Wide Card Table Party Featuring SAMSON DE LUXE FOLDING TABLES at

ONLY... \$298
Slightly Higher at Distant Points

YOUR CHOICE! — OF EITHER AT NO EXTRA COST



Fireside Screen Stand or 2 Double Duty Coaster Ash Trays! \$1 Values Just think! With each table you have your choice of either 2 Double Duty coaster ash trays—or a handsome stained wood stand which immediately transforms your table into a beautiful fireside screen!

No. 715 (far right). Oil painting of Indian Girl by famous artist reproduced on white top.

No. 796 (above). Rich inlaid wood effect combining American crotch walnut and burl walnut with oriental lacquer effect.

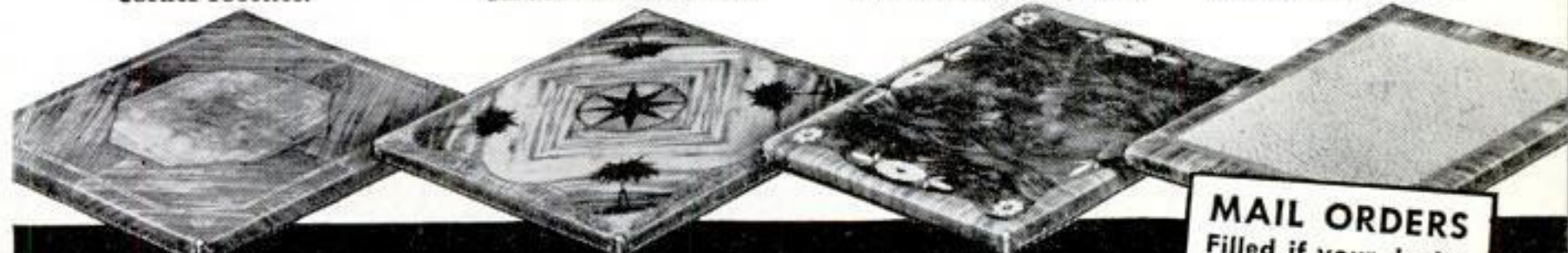
BUY NOW FOR CHRISTMAS

No. 793. American walnut wood grain with burl and marquetry effect with corner rosettes.

No. 779. Faithful wood grain effect reproduction of costly original done in rare Hawaiian woods.

No. 798. Burl wood grain effect with water lily motif decoration.

No. 765. Satin finish walnut effect border, 2-toned deeply embossed ivory center.



New! SAMSON FOLDING CHAIRS

Smooth tubular steel frame! Covered padded seat! Form-fitting back! Easy, silent folding! Every home needs several—scores of uses. Ivory, Brown, Maroon, Green to match Samson Tables.

\$298
Slightly Higher at Distant Points
ONLY...



SAMSON CARD TABLES & CHAIRS

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Filled if your dealer isn't supplied

Send \$2.98 plus 35c for postage and packing, specifying model number, and we'll ship table and fireside screen stand or 2 coaster ash trays anywhere in U. S. A. (When ordering chairs specify color.) SHWAYDER BROS., INC. Dept. W12 Detroit, Mich.; Denver, Colo.

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Honey

BEAUTY ADVISOR

**"RED, CHAPPED HANDS
SPOIL A LOT OF FUN!"**



NICER-LOOKING HANDS....in a jiffy!

IMAGINE! Even one application of Hinds Honey and Almond Cream helps chapped hands look smoother, feel softer! Use Hinds regularly before and after household jobs, indoors and out. Extra-creamy, extra-softening—Hinds brings soothing comfort. Tones down redness...smooths away rough chapping. Coaxes back the softness that cold, wind, steam heat, hard water, and housework take away. Gives you soft, appealing "Honeymoon Hands"! Now contains Vitamins A and D. \$1, 50¢, 25¢, 10¢ sizes.

NEW! Hinds Hand Cream —
Fragrant, Non-Sticky, Quick-
Softening! In Jars. 10¢, 39¢.

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IN NEW SANTA CLAUS PACKAGE

A swell Christmas gift! Hinds big size—in holiday red, with fat Santas all over it. Looks gay, looks impressive. Contains the extra-creamy lotion for soft, lovable hands!

Wednesday Night's
Fun Night with
**BURNS AND
ALLEN**
Columbia Network
Coast to Coast
7:30-8:00 E.S.T.
See newspaper radio
columns for exact time
on your local station



HINDS FOR HANDS

Negro singer (continued)



Paul Robeson, baritone, heard Dorothy Maynor. So did Roland Hayes, tenor. Marian Anderson sent a wire. These Negro singers would make an unsurpassed quartet.



Day after the concert, Maynor relaxed with her crocheting. An untiring worker, she practices three hours a day, would practice longer if her teacher would let her.

Miracles only happen **ONCE!**



**SNAP THEM THIS HOLIDAY SEASON
WITH G-E MAZDA PHOTO LAMPS**

1. EASY TO DO IT! If you've never taken an indoor picture you've got a new thrill coming... in the pictures you'll get with your camera and G-E Photo lamps. You'll be amazed at how easy it is... simple as outdoor shots. Handy directions on each package. Take advantage of the best picture opportunity of the year with G-E Photoflash and Photo-flood lamps... get pictures you'll love to look at again and again.



3. Get new family pictures! This Christmas may give you your only chance to get pictures of out-of-town friends and relatives who are dear. Don't miss it! Take natural, unposed photos of them with G-E MAZDA Photoflash lamps while the opportunity is yours.



4. Make movies or "stills" of familiar scenes like this. Easy to take such shots with G-E Photo-flood lamps. Ask your dealer about the new G-E Daylight Photo-floods for color... good with regular Kodachrome.



2. Snap New Year's and other party pictures, too. Fun for you and fun for the subjects. If you want to get high speed action shots... you'll need a synchronized flash outfit. Ask your dealer and get the *new* G-E flash bulbs.

GET READY NOW!

FOR ACTION and shots you can't retake, get the *new* G-E MAZDA Photoflash lamps.

No. 11 **15¢** LIST

Be ready for several shots... get a holiday package of six lamps.

NEWEST! and a sensation! The G-E Mighty Midget Photoflash. Carry 30 in one pocket. **20¢** LIST

Other G-E flash bulbs for every need.

FOR DOZENS of snaps with new super-type film or for holiday movies, get G-E MAZDA Photo-flood lamps.

No. 1 **20¢** No. 2 **40¢**



No. 11



No. 5



No. 1

No. 2

**GENERAL  ELECTRIC
MAZDA PHOTO LAMPS**



JOHN SLOAN IN HIS NEW YORK STUDIO TAKES A VACATION FROM PAINTING "CROSS-HATCH" NUDES, AND DOES A PICTURE OF OVER-DRESSED LADIES IN A VICTORIA

JOHN SLOAN

A GREAT TEACHER-PAINTER

CRUSADES FOR AMERICAN ART



HE PAINTS BACKWARDS SO CAMERAMAN CAN SEE ALL

No living man has had greater influence on American art than John Sloan. As a painter he was among the first to break away from the polite academic art of the 1890's. As a teacher he has launched hundreds of artists on their careers. As author of *Gist of Art*, published this fall (American Artists Group, \$3.75), he has written a wise and humorous credo for artists. This winter the largest exhibit of his work*ever assembled will be held at Wanamaker's in Philadelphia.

Today when John Sloan's former students come to call, they usually find him painting in a faded pink shirt and old duck trousers as if he were dressed for a summer fishing trip. From his studio atop New York's old-fashioned Hotel Chelsea, they look down on just such street scenes as those Sloan made famous in his paintings and etchings.

Until he was 30, John Sloan never did a serious painting. He made his living as an illustrator for newspapers and such magazines as *McClure's* and *Colliers*. He drew comic Irishmen for yarns by Ellis Parker Butler and was considered a specialist in slum scenes and subway bums. Convinced by this journalistic training that the workaday world was more exciting to paint than academic landscapes, Sloan and his friends began to develop the realistic style of art which was soon slurred "the Ashcan School."

In 1913 they exploded a bombshell in the art world by staging the famous "Armory Show." They scoured Europe for the newest, most revolutionary art. They exhibited it, along with their own works, in New York's 69th Regiment Armory. One hundred and eighty thousand people paid 50¢ apiece to be flabbergasted by their first glimpse of works by Picasso, Matisse and Duchamp's *Nude Descending the Stairs*.

Ironically, the Armory exhibit worked against Sloan and the men who got it up, because the more sensational European artists stole the show. Unable to make a living from his painting, Sloan became an

instructor at the Art Students League in New York and in 1929 became its president. In 1930 he resigned after a row when the faculty disapproved of his hiring George Grosz, German painter whose ideas in art were considered too revolutionary.

John Sloan has never been abroad. He and his wife summer in Santa Fe. Now he paints mostly nudes, says he can learn more painting the human body. He deplores flag-waving in art, tells artists not to be self-conscious about painting America. "If you are American and work, your work will be American."

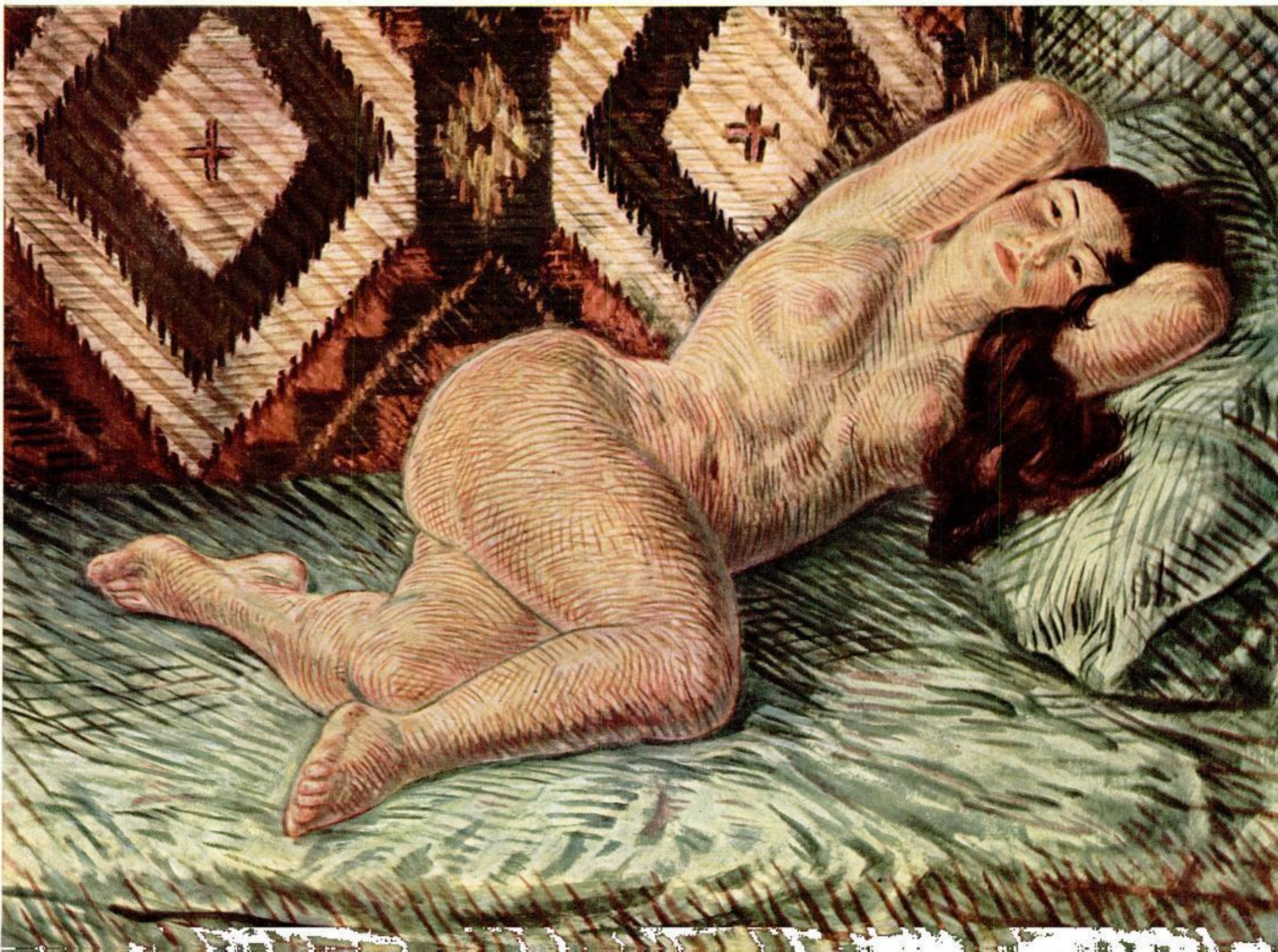


HE LECTURES ON HIS WORK "SUSANNA IN SANTA FE"



WAKE OF THE FERRY, No. 2 is an early Sloan (1907), painted after version No. 1 was damaged. It shows the sopping deck of 23rd Street ferry in a New York fog.

NUDE AND CHIEF BLANKET is a recent Sloan (1932), showing his highly individual "cross-hatch" technique, developed by Sloan to give painting more solidity.



SLOAN PAINTS THE POETRY OF COMMONPLACE NEW YORK



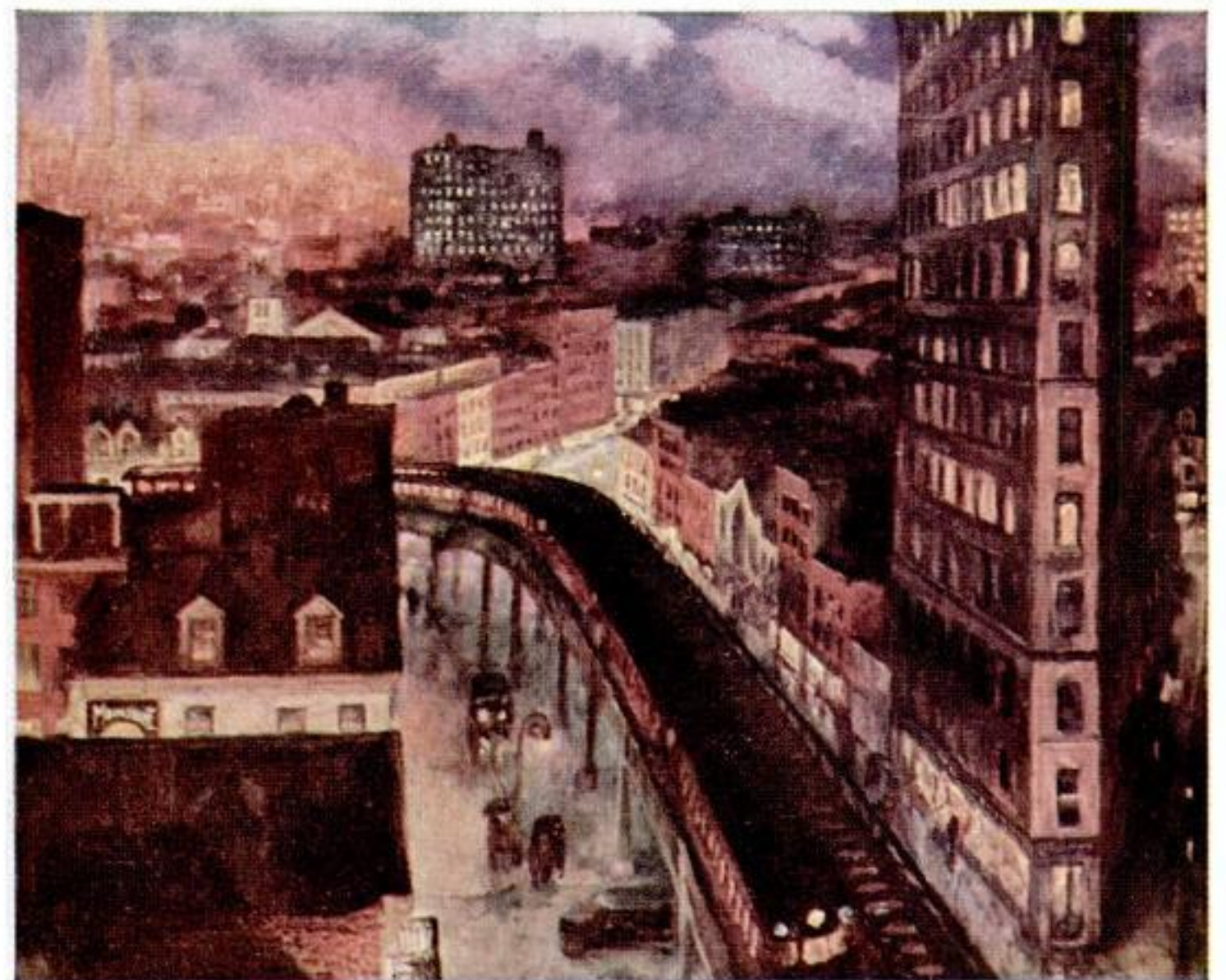
Warm light over backs of houses . . . man on roof waving pole to make his pigeons fly for exercise. Behind him in distance is Pennsylvania Station under construction. (*Pigeons*, 1910)



Cool, dark McSorley's bar . . . hangout for appreciative ale drinkers . . . sawdust on floors, walls hung with sporting prints. It still stands on East 7th Street. (*McSorley's Bar*, 1912)



Two shafts of sunlight stabbing the vast station . . . crowds swarming from trains, porters, woman in wheelchair . . . glass-roofed information booth at right. (*Grand Central Station*, 1924)



Purple twilight seen from Sloan's studio . . . 6th Avenue elevated train . . . downtown skyscrapers glowing far-off like *Arabian Nights* city. (*The City from Greenwich Village*, 1922)



Little old hotel on University Place . . . friendly lights twinkling on rainy night . . . rendezvous for artists and literary people . . . famous for French food and wine. (*Lafayette Hotel*, 1927)



Snowfall on Broadway looking down from 53rd Street . . . girls in galoshes trudging through snowdrifts . . . trolley car with clanging bell muffled in snow. (*The White Way*, 1926)



ENGLISH PEER AND HIS WIFE PRACTICE UP FOR BLACKOUTS BY BLINDFOLDING THEMSELVES AT HOME DURING THE DAY

LIFE IN A BLACKOUT

DRAWINGS FOR LIFE BY WALLACE MORGAN

The war has been brought home to Englishmen, Frenchmen and Germans by nightly blackouts. During this nocturnal half-life the episodes illustrated here by Wallace Morgan have actually occurred in London and Berlin, where blackouts are inkiest.

In London, strolling lovers have fallen into open sand pits and a boy was swept to death in the city's sewers after he fell into an open manhole. Women have been manhandled on dark streets. Men have been caught deliberately obstructing girls. Some even kneel down to catch them by the ankles.

In Berlin, the people shuffle along the streets like ghosts. Portly Prussians bark "Achtung!" ("Look out!") and spank the sidewalk with canes to warn others of their approach. Each night police close up

unsavory districts to keep the inhabitants from invading more respectable sections. Robberies during blackouts now bring death penalty. Recently three youths were beheaded for stealing \$60 in the dark.

While most people stay at home behind shuttered windows and double-curtained doors, a few still sit in the dark at cafes along the *Kurfürsten-Damm* or crowd into stuffy, smoky restaurants. Travel by taxi is almost impossible, since the few that have escaped army requisition have rarely enough gas to go far. Women are being accosted in the dark and Berlin is laughing at the man who accosted his own wife by mistake. The proper procedure in a darkened trolley nowadays when sat upon, is to determine whether the sitter is a man or woman and then act accordingly.

LONDON STREETWALKERS PROSPECT WITH FLASHLIGHTS



A LONDONER BUMPS INTO A POSTBOX AND TIPS HIS HAT



CONTINUED ON NEXT PAGE



CORONATION L.
14K Yellow Gold, 17 jls.
20 diamonds
\$125.00

KEYSTONE CAPT.
14K Pink & Green
Gold, 17 jls.
\$100.00

the world's most honored watch

LONGINES

makes the
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PAR AVION MA
Yellow Gold Filled,
17 jls.
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Pink Gold Filled,
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Pink Gold Filled, 17 jls.
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NATHANIEL
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Natural Gold Filled,
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Pink Gold Filled, 17 jls.
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Yellow Gold Filled,
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GOLD MEDAL POCKET
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No. 530B
14K Natural or White
Gold, 17 jls.
\$100.00





A song in their hearts

10 SECONDS
to make delicious
Hot Nestle's

BECAUSE HOT NESTLE'S IS UNDER THEIR BELTS

Get the jump on Jack Frost! Give your children an "inside overcoat" . . . something HOT to drink for breakfast. Let that "something hot" be something they love . . . something that's *easy* for you to prepare. Hot Nestle's just fills the bill. It takes only ten seconds to make and it has the wonderful chocolate flavor that children love.

Nestle's EverReady Cocoa is a remarkable combination of three ingredients . . . choice cocoa, sugar and pure whole milk . . . blended and already cooked for you. No messy hard-to-wash pans! No disagreeable "skin" on top! Naturally, a HOT drink is a better way to start the day. And, in HOT Nestle's you have a ten-second breakfast drink that costs no more per cup than ordinary cocoa!



NESTLE'S
THE MILK AND SUGAR ARE IN IT

"MOTHER, PLEASE MAIL THIS COUPON"

Nestle's, 66 HUDSON ST., N.Y.C.

Please send me—FREE—a 2-Cup
sample of Nestle's EverReady Cocoa.

Name _____

Street _____

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S-ER-12-11



Blackouts (continued)



IN LONDON A BLIND MAN, TAPPING HIS WAY WITH A CANE, WAS USED AS



COLLIDING LONDONERS COURTEOUSLY LIGHT A MATCH AND TIP THEIR HATS

BERLINERS FIND THEIR WAY BY HITTING THE PAVEMENT WITH A CANE AND





A GUIDE BY PEDESTRIANS WHO FOLLOWED HIS COURSE WITH A FLASHLIGHT



IN BERLIN, TO ATTRACT THE TRADE, TARTS WEAR PHOSPHORESCENT HEARTS

WALKING WITH ONE FOOT ON THE SIDEWALK AND THE OTHER IN THE GUTTER



"I Call It Carnal..."

the way that newfangled understuff fits," pipes Grandma. True, Granny...you'd never know you had a stitch on underneath, but how MUNSINGWEAR "Ponies" chase goose-pimples! Takes right smart knitters to give you that set-up. Other MUNSINGWEAR "Ponies" for year-round wear. All at moderate prices.

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Fit That Lasts

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THIS MONTH IN FORTUNE

The FORTUNE Survey XV... charting U. S. Public Opinion today on Mr. Roosevelt's chances for a third term, American rearmament, America and the War, compulsory military training, and the real reasons for the War.

War and Peace Editorial... what America might gain by joining other democracies in a great federal union.

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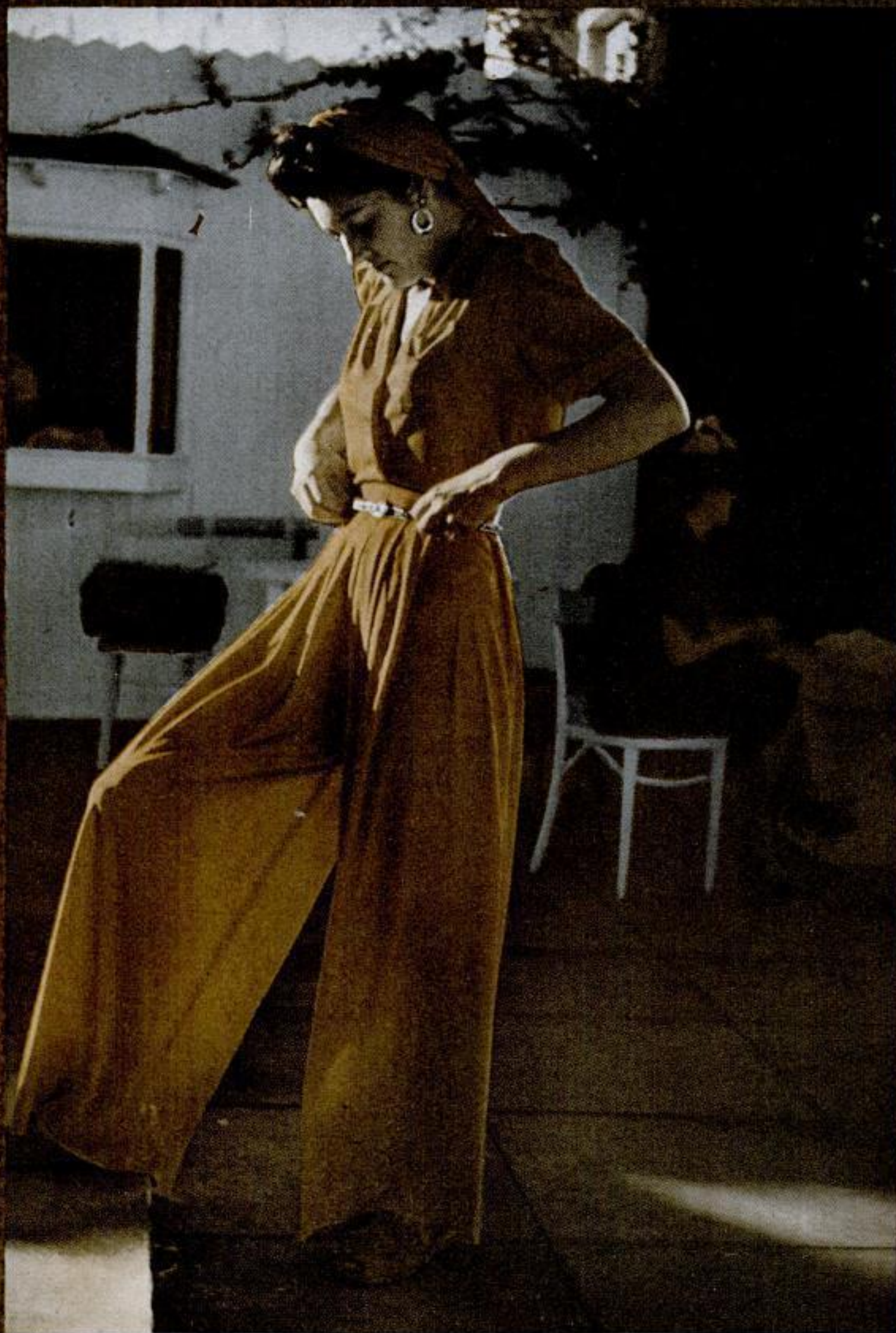
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AT RACQUET CLUB FASHION SHOW, MODELS USED DIVING BOARD AS RUNWAY

NEW COVERED-UP FASHIONS MAY MEAN "STRIP-TEASE" ON SOUTHERN BEACHES

If the southern-resort fashions shown recently at the Racquet Club in Palm Springs, Calif. are a true indication of things to come, the guardians of public morals on U. S. beaches will have a hard time this year enforcing the "No disrobing on beach" rules. "Covered-up" is the phrase most generally used to describe the new styles. Bathing suits and playsuits are frequently three- and four-piece ensembles with skirts to cover trunks and shorts, and high-necked, sleeved jackets to cover bras. But the clothes have been so designed that when the wearers go into action everything but the bare essentials can be shed.

For active sports, now that the trim tailored short has become the accepted outfit, California presents little skirts swirling like a ballet dancer's four to ten inches above the knee. For leisurely evenings, when skirts would be no hindrance, California sponsors harem, peg-top and wide Dutch-boy trousers. Although the favored reds of last summer will blaze again this winter, all the tans and browns from string and russet to black coffee will give a new sunburned glow to the southern beaches.

Oriental influence in dinner slacks was much in evidence. These, of white silk jersey, achieve narrow-waist effect with wide girdle of scarlet suede and gold kid.



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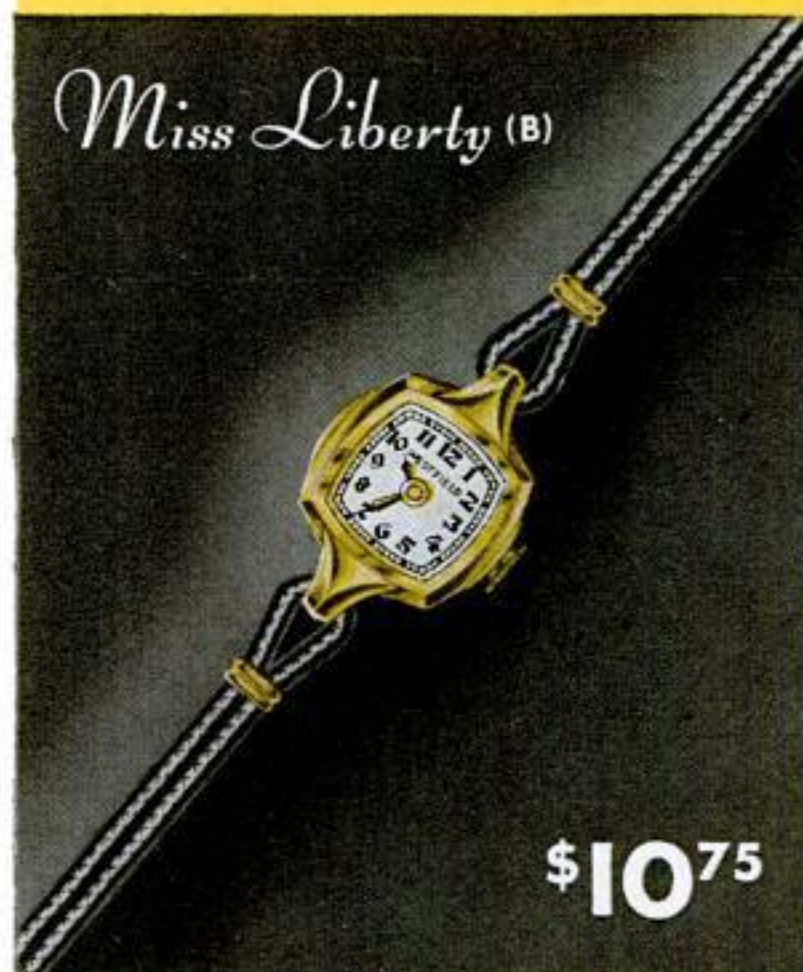
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Miss Liberty (B)



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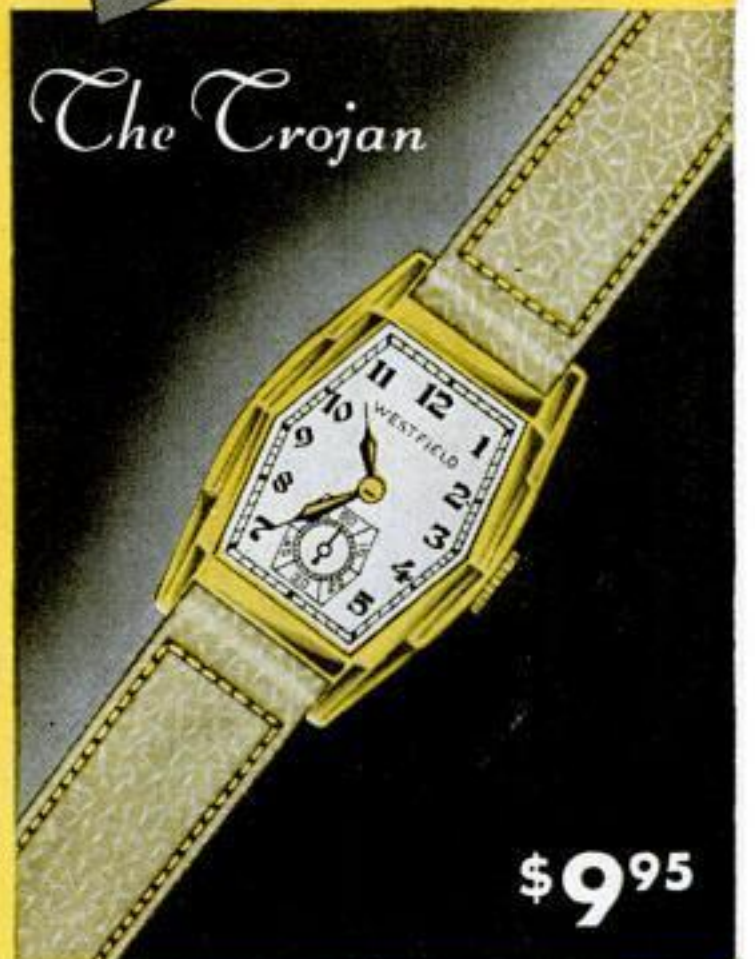
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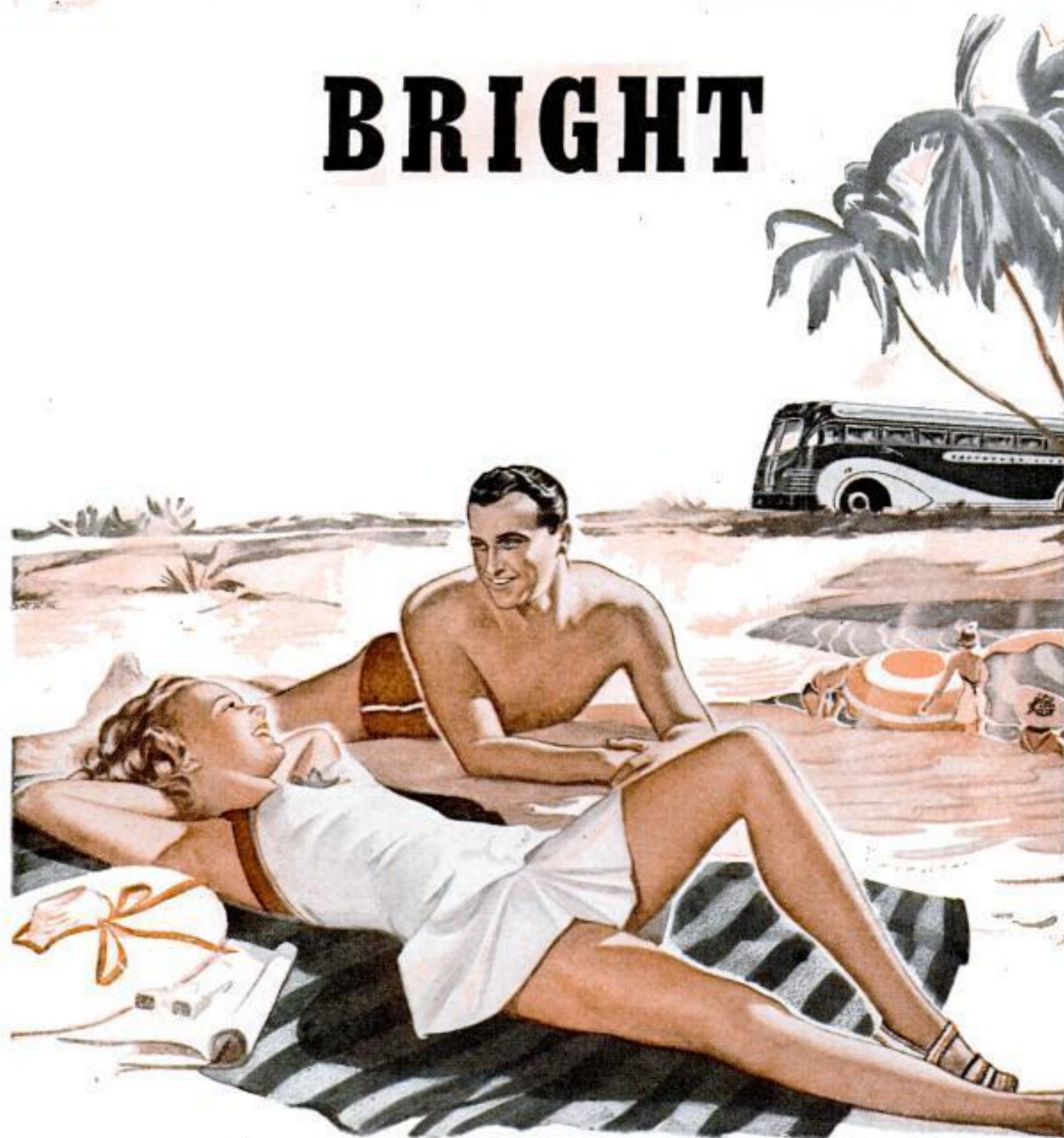
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LF-12

Covered-up fashions (continued)



AFTER SHOW, MODELS EAT, CHECK UP ON MOVIE NOTABLES IN PALM SPRINGS

Ballerina playsuit has bloomers underneath. The circular skirt starts flaring, in true ballet style, below the waistline. Under the jacket is a sleeveless bodice.



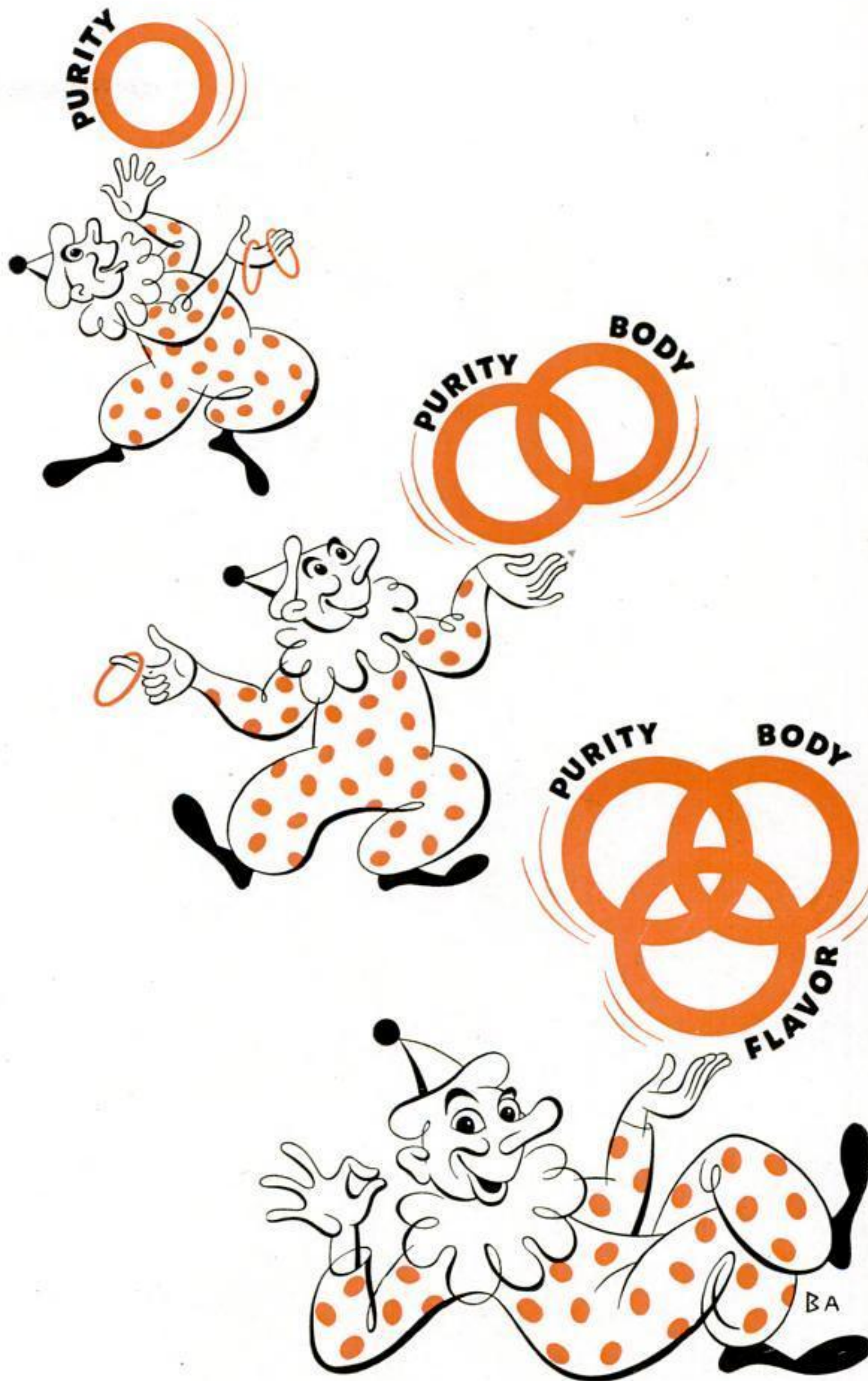


AUDIENCE. THESE YOUNG HOPEFULS WONDER IF THEIR BIG MOMENT HAS COME

High-necked coat covers wearer of this playsuit from neck to thighs. When jackets are removed, many new suits reveal two-piece outfits with naked midriffs.



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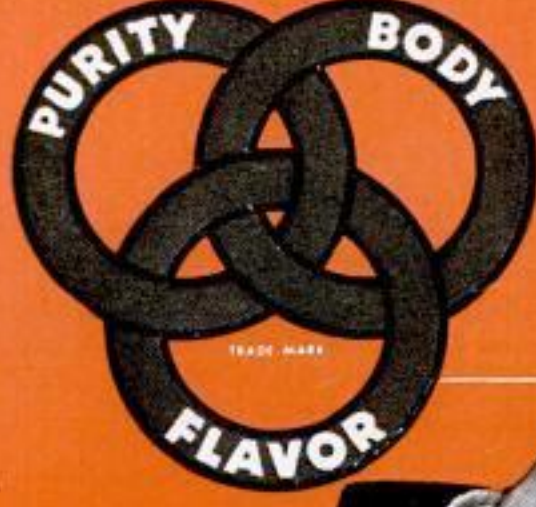
YOUR OPINION of ale as a drink may be based on heavy ales. Yet since 1840 America has had its own ale, brewed to its own taste—Ballantine's.

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*Trade-mark



BE WISER...GIVE
KAYSER
AT SMART SHOPS THE WORLD OVER

Covered-up fashions (continued)



Four pieces completely equip this pretty miss for playing on sand and swimming.



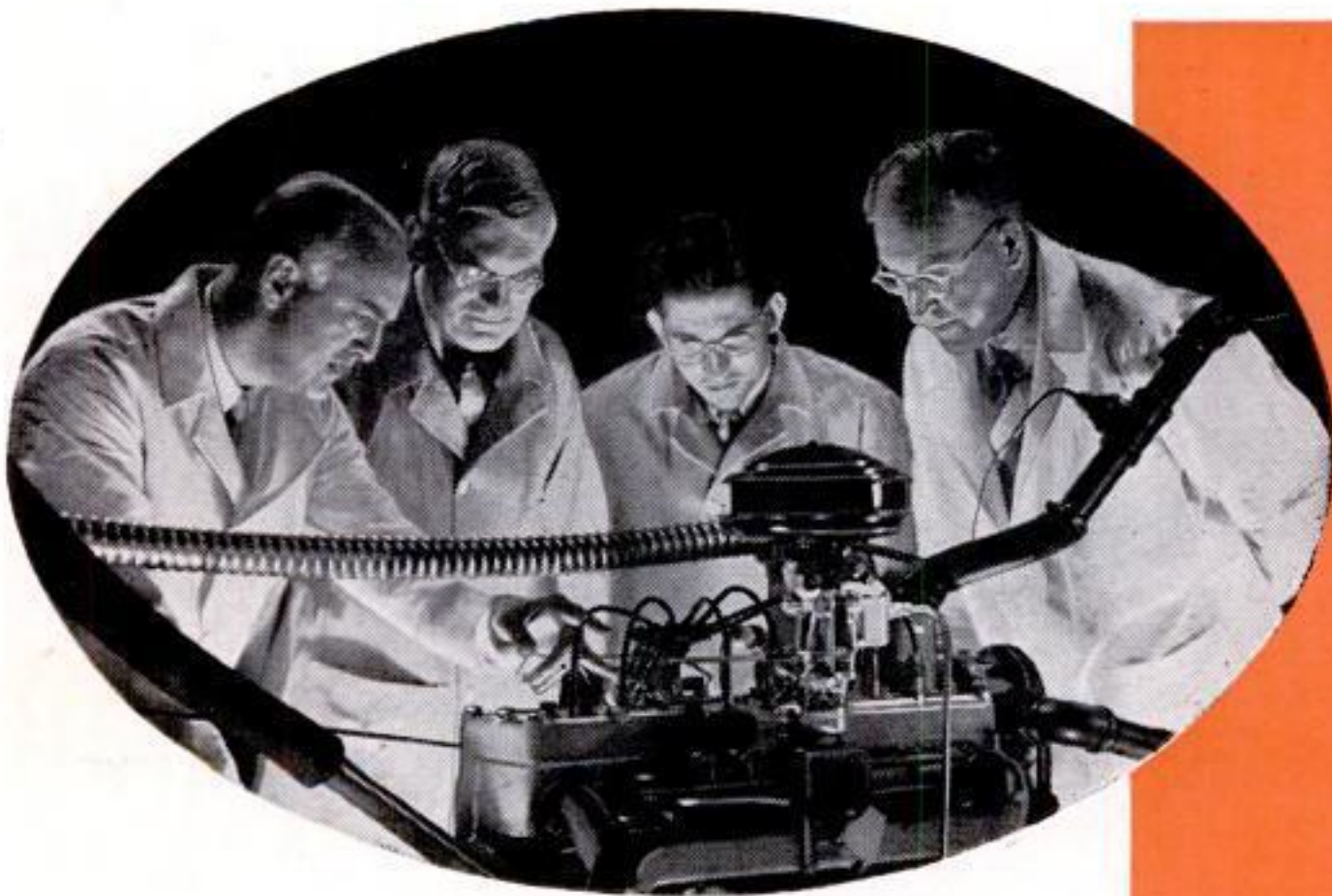
One piece comes off—the brief candy-striped jacket—and then there are three.



Another piece comes off—the wrap-around ballet skirt—and then there are two: a figure-molding, abbreviated bra and trunks which permit freedom of action in water.

Another Million Motorists CHANGE TO NEW KIND OF SPARK PLUG

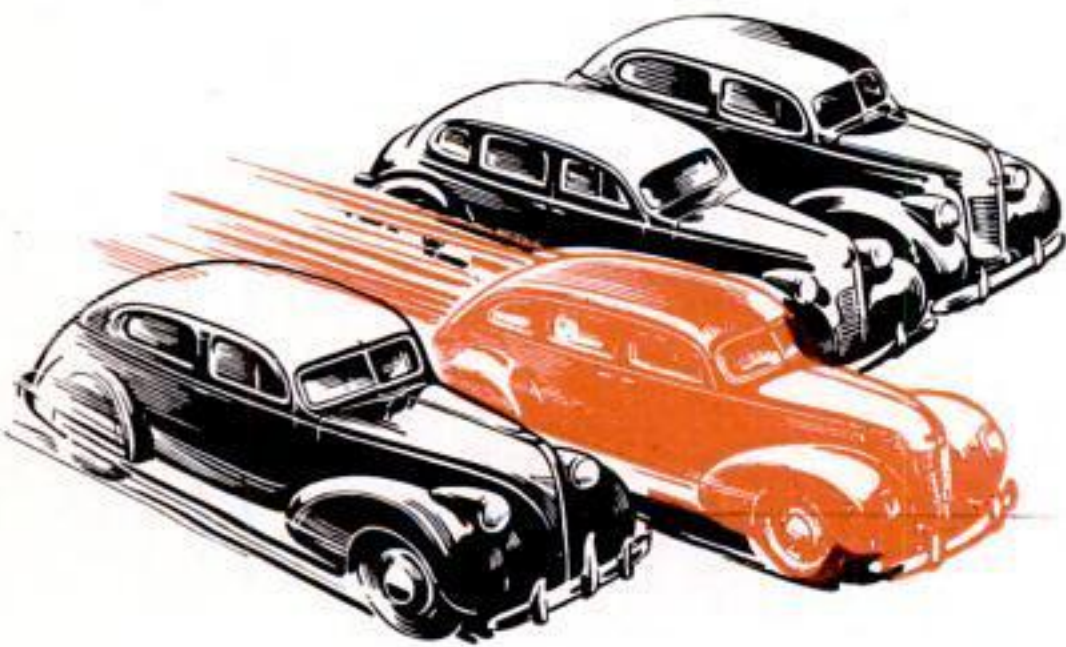
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* EVERYWHERE, in ever-increasing numbers, motorists are equipping their cars with sensational new Auto-Lite Spark Plugs. No other spark plug ever won so many new users in so short a time!

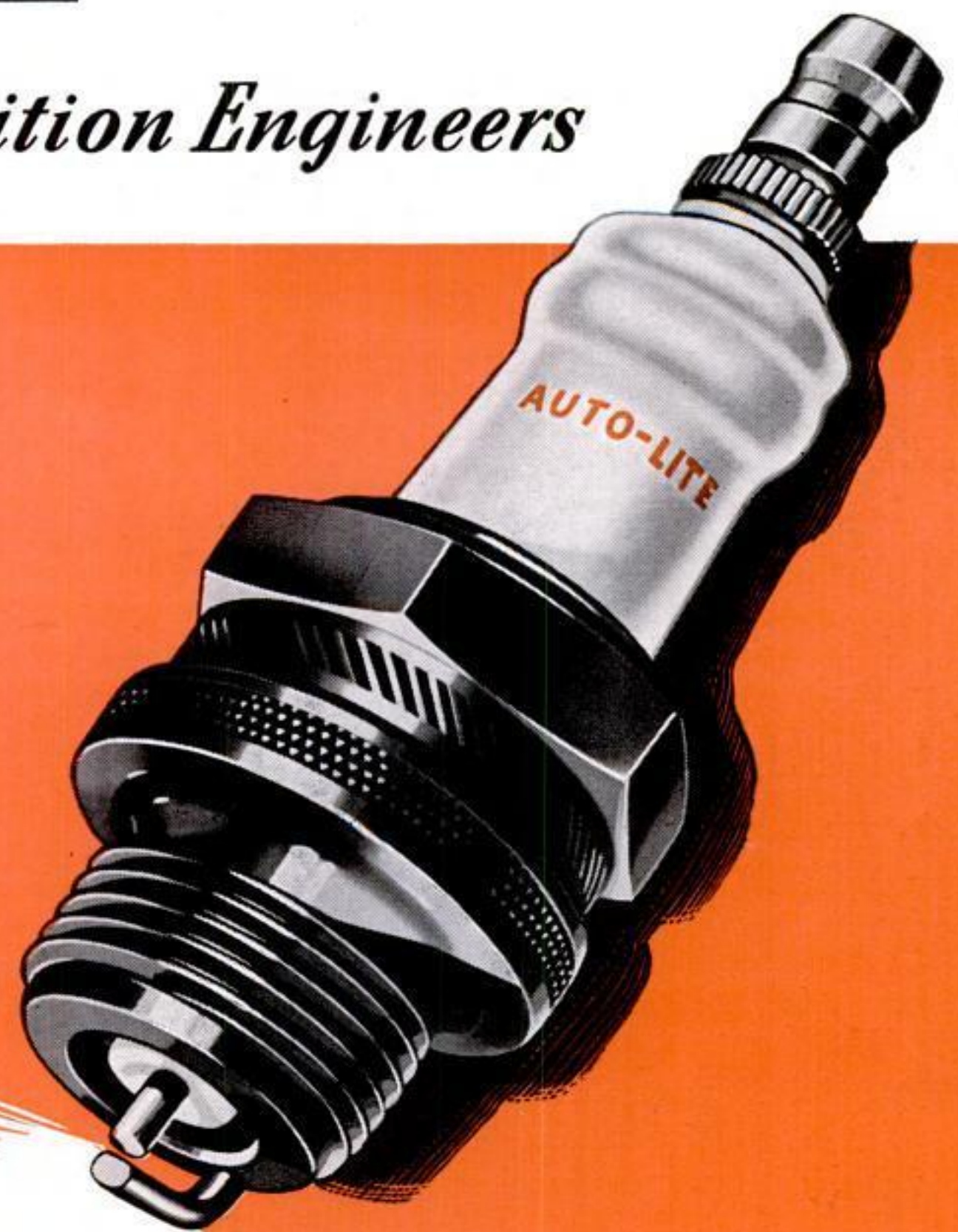
What is the reason for this spectacular success? Behind it is the dramatic story of an engineering triumph. For more than 28 years, Auto-Lite engineers have played a vital part in the progress of the automobile industry. Leaders in the field of automotive electrical equipment, they have pioneered one great advance after another.

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the new Konium alloy, a new Ziramic insulator, and employing a new principle of gap geometry, it fires with less electrical effort, delivers a smooth, responsive flow of power, stops gas waste.

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TRAPPED on an ARCTIC "eggshell"

BY Vilhjalmur Stefansson

Heading across icebound Dolphin Strait in the Arctic twilight, I saw a large black patch in the distance. Here was a mystery! Focusing my binoculars, I caught the reflection of a star—the black patch was open water! Immediately I lay flat and stabbed the ice with my hunting knife. It went through with practically no resistance; the ice was not over an inch thick. I called to my Eskimo follower; our sled was already settling in a pool of water. We were trapped on an "eggshell" of ice. Crawling in a circle, we inched our way, hour after hour, back to safety over this fragile film. Had the "eggshell" broken, we'd have been swept in under the ice, for the current in the strait flows like a mill race.

Facing COLD DEATH in the Tropics BY Hubert Wilkins

The bitterly cold polar regions hold no freezing terrors equal to the chill I received one night in tropic Northern Australia. Reading by camplight under an upturned boat, all at once I felt two spear points against my chest, saw two pairs of naked feet. Savage mutterings literally "froze me stiff" with fear. The natives, mistaking this seeming calmness for an iron nerve, retreated in awe. Later, I came to know these wild people. But never did I quite lose my original fears—particularly after seeing how fiercely they attacked other trespassers. My "freezing" terror had saved my life!



Vilhjalmur Stefansson

Among the greatest polar explorers of all time; his latest book is "Unsolved Mysteries of the Arctic."



Sir Hubert Wilkins

First to explore Antarctica from an airplane; has led many expeditions into little-known regions.



Harrison Forman*

Linguist, author, foremost authority on Tibet; designed film sets and costumes for "Lost Horizon."



J. Allan Dunn

Leader of many expeditions in the South Seas and the Orient; his books on adventure are widely known.



Capt. Felix Riesenberg*

Master mariner in sail and steam; author of books on seamanship and many novels; pioneer balloonist.



Arnold Haverlee

Explorer, foreign correspondent, artist; has lectured at the Explorer Club and throughout America.

*Both Harrison Forman and Capt. Riesenberg, it is interesting to note, were born in Milwaukee (home of Schlitz).

The Husband-hunter of TIBET BY Harrison Forman

"I like you. I'll take all four of you as husbands!" The speaker was Drolma, a daughter of Tibet; the objects of her affection, me and my three camping companions. It looked desperate for us. In Lama land, this statement was a marriage ceremony, even though she already had three spouses—who were probably on the warpath for us. Knowing the language and customs, however, we induced a nearby religious order to enroll her, thereby cutting the quadruple knot. Just then, rifle shots! Husbands One, Two and Three arrived, demanding vengeance. This time it took even quicker thinking, but goblets of beer brought a happy ending as Drolma's seven ex-husbands held an informal convention.



White Man's MAGIC in CANNIBAL LAND

BY J. Allan Dunn

Deep in British New Guinea, where no white man had ventured afoot before, I faced death by hostile tribes. But white man's magic saved the day. I traced the tribal totem—a tortoise—on my arm with a



stick of soap. Then I set fire to jungle bark fibers with my burning-glass, rubbed the ashes over my arm, and lo, there was the turtle's outline, proving my kinship with the tribe. Soon I was pressing on, my most thrilling adventure now safely behind.

BLOWN "Galley-west" TO A RECORD

BY Felix Riesenberg



The thrill of my life? It came while commanding the U. S. S. *Newport*, a sailing vessel. Homeward bound from Teneriffe (off the African Coast), we hit a hurricane near Bermuda. Even with seasoned men I'd have worried; but my crew were boys learning to sail! Lives hung on my judgment. I weighed the odds, decided to "run for it" under close-reefed foresail. Through the storm's fury, my lads performed like veterans. The strip of sail held like a sheet of steel. In 48 hours we were safely 600 miles ahead. Our hurricane speed sent us into New London with a school-ship record of 26 days for the southern sailing passage—a feat that had been furthest from my mind as we fought for existence in the Atlantic!

SAVED by a CAMERA "shot"

BY Arnold H. Haverlee

How friendly that lone cabin in remote Lapland looked after my weeks of solitude! So inviting, in fact, that I couldn't resist photographing it. Crash! A bushy bearded half-breed came leap-

ing toward me, swinging a huge axe. I grabbed the handiest thing to throw in his face—it was my camera. The instant he saw it he screamed and ran into the cabin, bolting the door.



I realized then that he shared the belief of some primitive people, that one who gets a likeness of them has them in his power. My instinctive act was the only possible way I could have chosen to keep from being killed!



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THE BEER THAT MADE MILWAUKEE FAMOUS



ETHEL MERMAN PLAYS MADAME DU BARRY, MISTRESS TO KING LOUIS XV OF FRANCE. HERE SHE SPURNS THE LOVE OF BERT LAHR WHO DREAMS HE IS LOUIS THE LADY-KILLER

THIS IS HOW FRENCHMEN HAVE A GOOD TIME, ACCORDING TO BERT LAHR'S DREAM OF COURT LIFE AT VERSAILLES. LOVELY GIRL IS AUDREY PALMER IN "DANSE EROTIQUE"



OLD AND NEW STARS MAKE "DU BARRY WAS A LADY" COLE PORTER'S LUSTIEST HIT

At some future time historians will consider the musical shows of Cole Porter as important social documents. Sober professors will wonder why on earth a famous Porter love song called *You're the Top* had these lines of endearment: "You're an Arrow collar . . . you're a Coolidge dollar . . . you're Camembert." And in a later musical comedy called *Du Barry Was a Lady*, which opened in December 1939, students will find topical songs mentioning du Pont, Hearst and Deanna Durbin, and wonder why people sang about them then.

For audiences of today *Du Barry Was a Lady*, Porter's newest show, offers no such problems. It offers instead a new star from Hollywood named Betty Grable, Jackie Coogan's ex, who can dance and sing like a May breeze (see front cover). It offers a score that lacks Porter's usual sultry torch songs, but is full of gusty tunes. Its story hops from the free and easy air of a New York night club to the free and easy air of the French court at Versailles during the reign of Louis XV. And it offers two musical-comedy veterans, Ethel Merman and Bert Lahr, in top form.

Lahr plays the part of a washroom attendant who wins the Irish sweepstakes but can't win the girl he loves. He dreams that he is Louis XV and his girl is Madame Du Barry. But although Du Barry is his mistress, she remains unattainable. Starred in her third Porter show, Ethel Merman as Du Barry sings his high-brow lyrics with low-brow heartiness, reasserts her right to be called America's No. 1 musical-comedy actress, and sets a fine example to newcomer Betty Grable who may follow in her footsteps.



BERT LAHR'S DRINK IS ABOUT TO TRANSPORT HIM FROM WASHROOM TO VERSAILLES



Bert Lahr dreams he is King Louis XV disporting himself at Versailles in a garden full of French dancing girls. Here he enjoys his kingly prerogative of tickling a pretty subject's ankle.



In his nightcap and nightshirt Bert Lahr enjoys a bit of snuff. Ethel Merman (right) in his dream is the same girl he loved in real life, but she still gives him the cold shoulder.



In Du Barry's bedroom, Lahr pursues Ethel Merman round and round the room and over the bed. To end the chase, she finally promises to meet him for the first time later that night.



On the night of his heavy date, Bert Lahr gets shot in the back by an arrow which somewhat cramps his style as a lover. Here the court physician examines his sad predicament.



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"Du Barry" (continued)



"Katie went to Haiti," sings Ethel Merman in a torrid ditty about big-hearted Katie who got off from a boat and loved Haiti while practically all Haiti loved Katie.

SHOW GIRL WEARS AIRY HOOPSKIRT

RUMBA GIRL WEARS A FEW GRAPES





Betty Grable, 22, takes her first bow as a musical-comedy actress in *Du Barry Was a Lady*. She sings a little, dances some, and is the best-looking thing in the show.

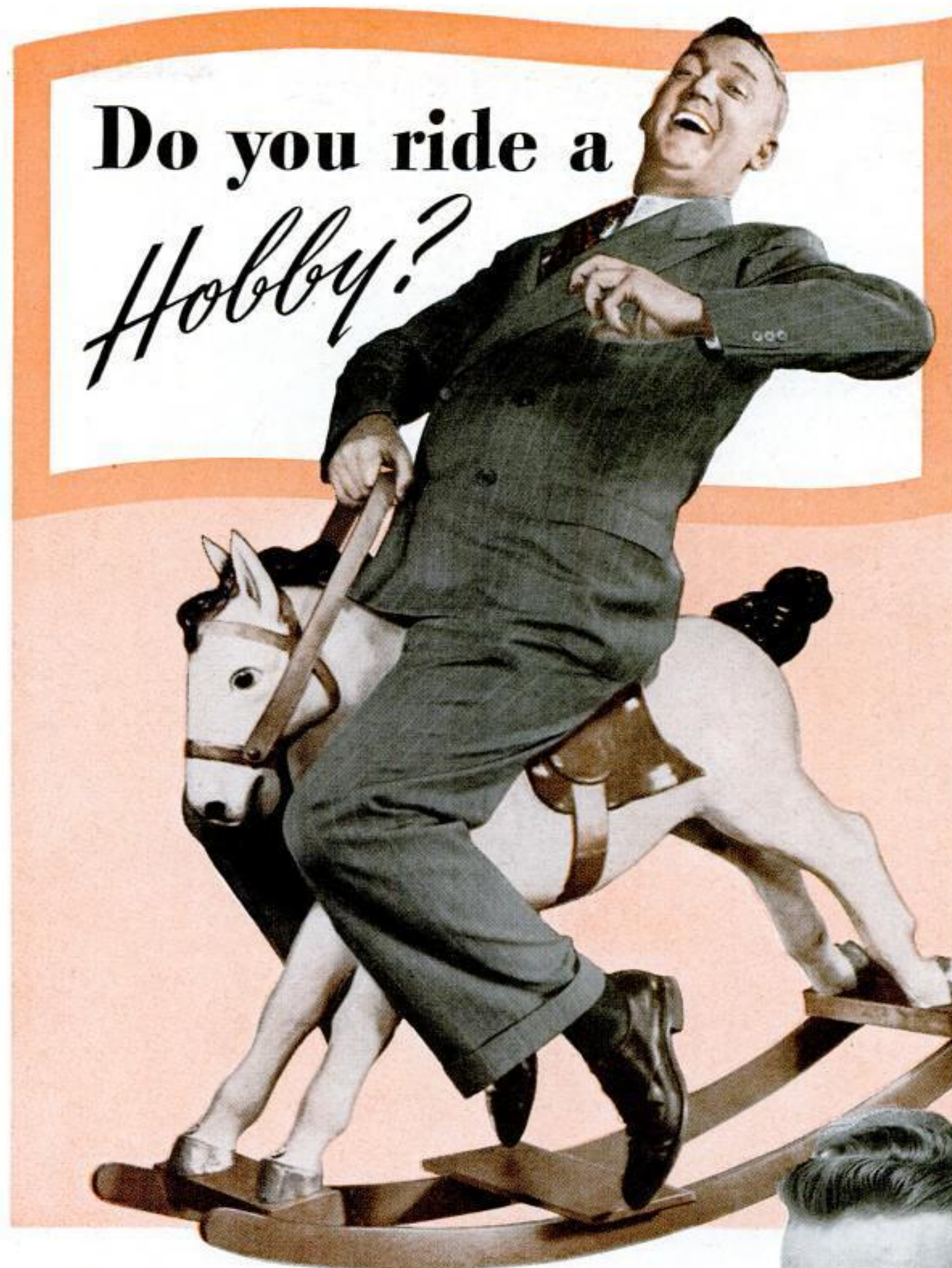
MERMAN STARTS U. S. STRIP-TEASE



THIS STRIP-TEASE IS JAPANESE



CONTINUED ON NEXT PAGE



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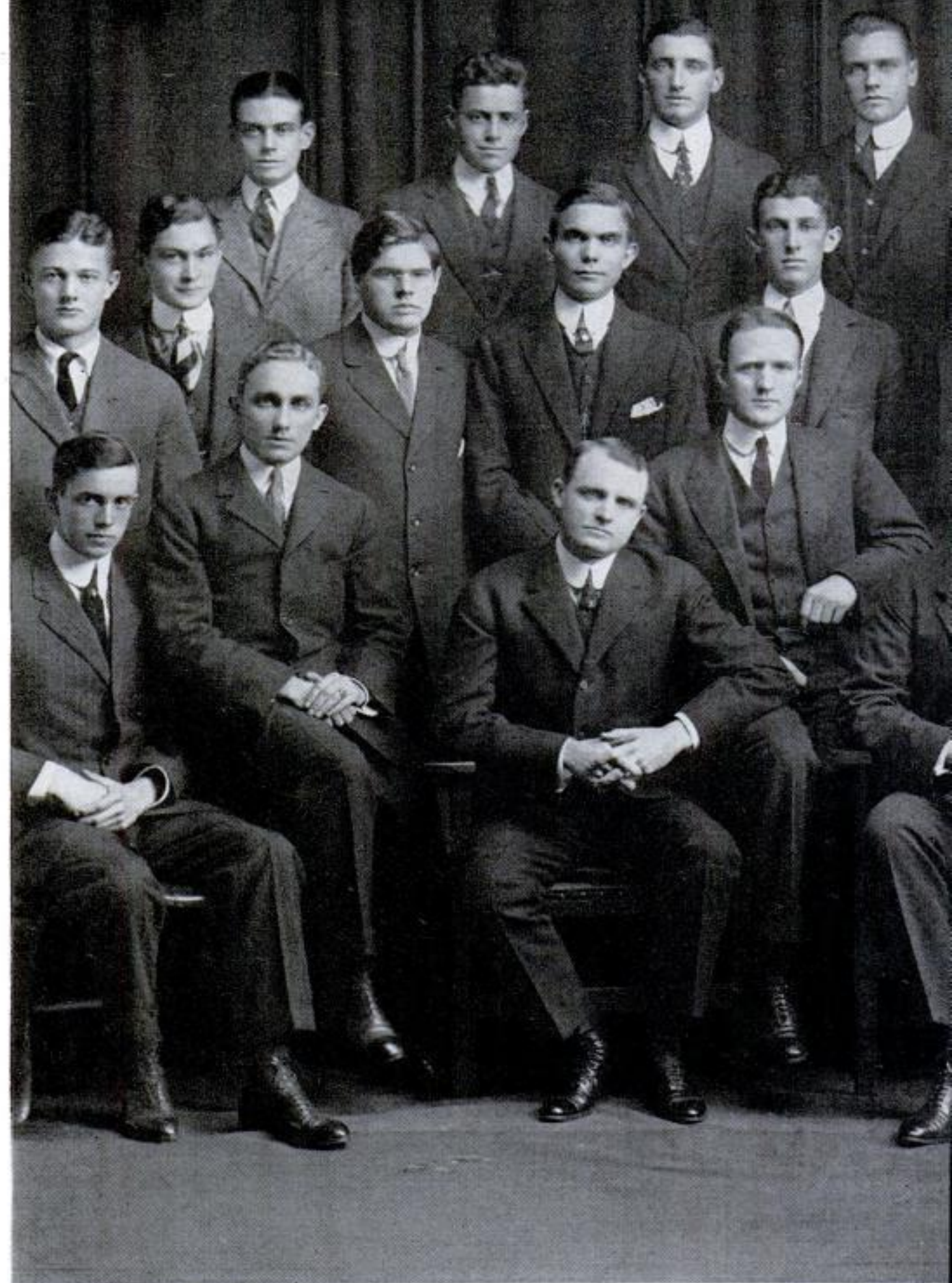


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by SWANK

"Du Barry" (continued)



Yale's Dramatic Club, with 28 members all faultlessly combed, posed for this picture in 1913. Cole Porter, who was a senior, stands at far left of back row. He wrote words and music for a burlesque operetta called *And the Villain Still Pursued Her*, played the part of an abbe in a comedy about Robin Hood, and in *The Recruiting Officer* by George Farquhar, acted an obscure female called Mistress Melinda. He also wrote many songs for beer parties and for his fraternity, DKE.

Cole Porter of Peru, Ind., and Yale (1913) writes Broadway's top sophisticated songs

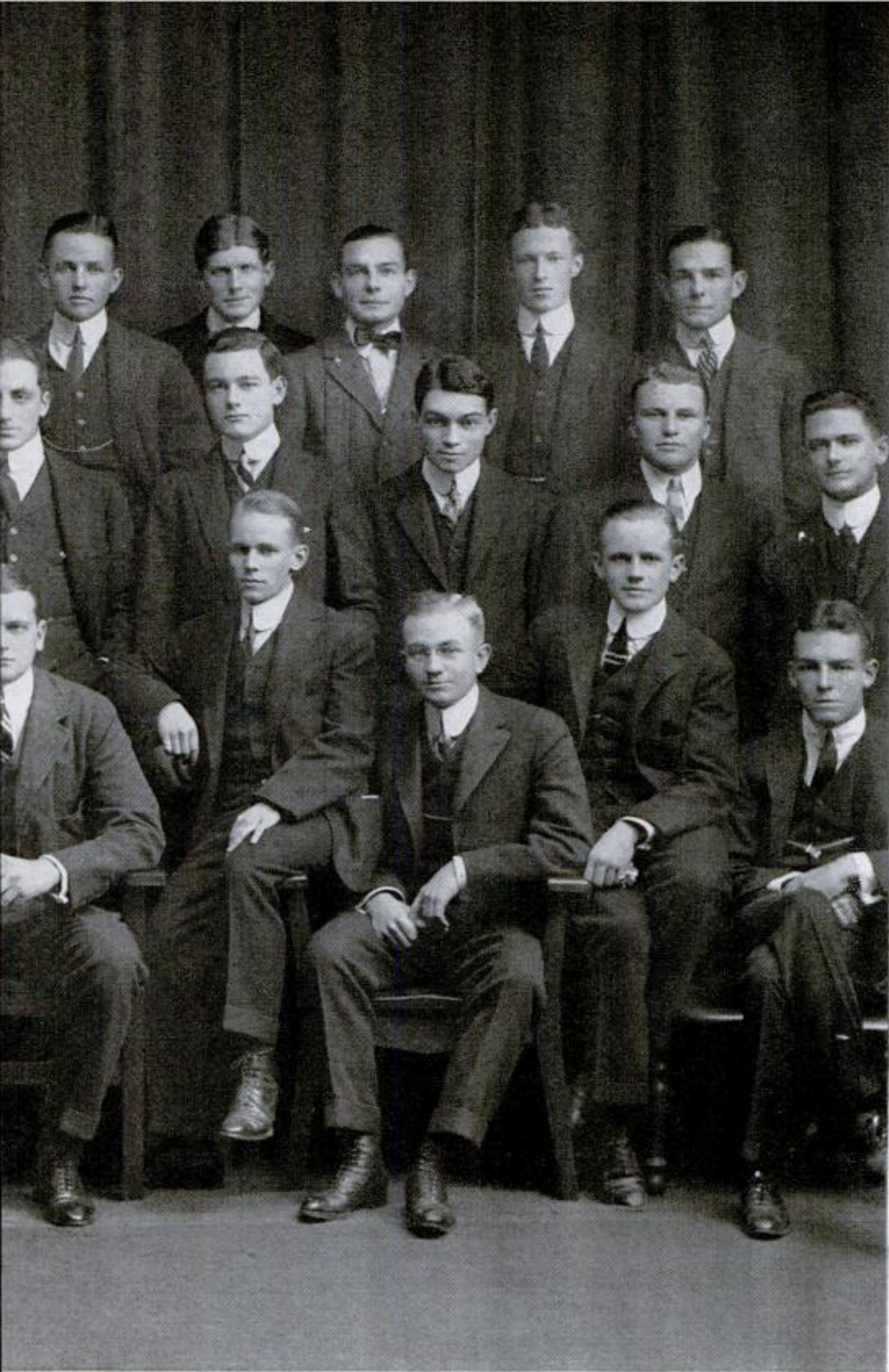
If America's top writer of sophisticated songs owes his success to any one thing, it is to being born on a farm near Peru, Ind. Only a country boy could take Cole Porter's open delight in the gaiety of New York and Paris.

Porter's family owned a 700-acre farm. Their son Cole played the violin at 6, composed the *Bobolink Waltz* at 11, went East to prep school, entered Yale in 1909. There as an undergraduate he wrote *Bulldog* and *Bingo*, two rousing songs that still make Yale boys want to jump up and down.

In 1916, Porter wrote his first Broadway show, *See America First*. It flopped and he went to war to forget it. In Paris afterwards he studied music and married wealthy Linda Thomas. Together they inherited a fortune.

In 1919, Porter's second Broadway show, *Hitchy-Koo*, was a hit, and its song *In an Old-Fashioned Garden* made Porter famous. Subsequently he has turned out a dozen hits climaxed by *Anything Goes* (1934) and *Leave It to Me* (1938). A fashionable figure on Long Island and the Lido, and a member of cafe society in good standing, Porter lives today in a suite at the Waldorf.

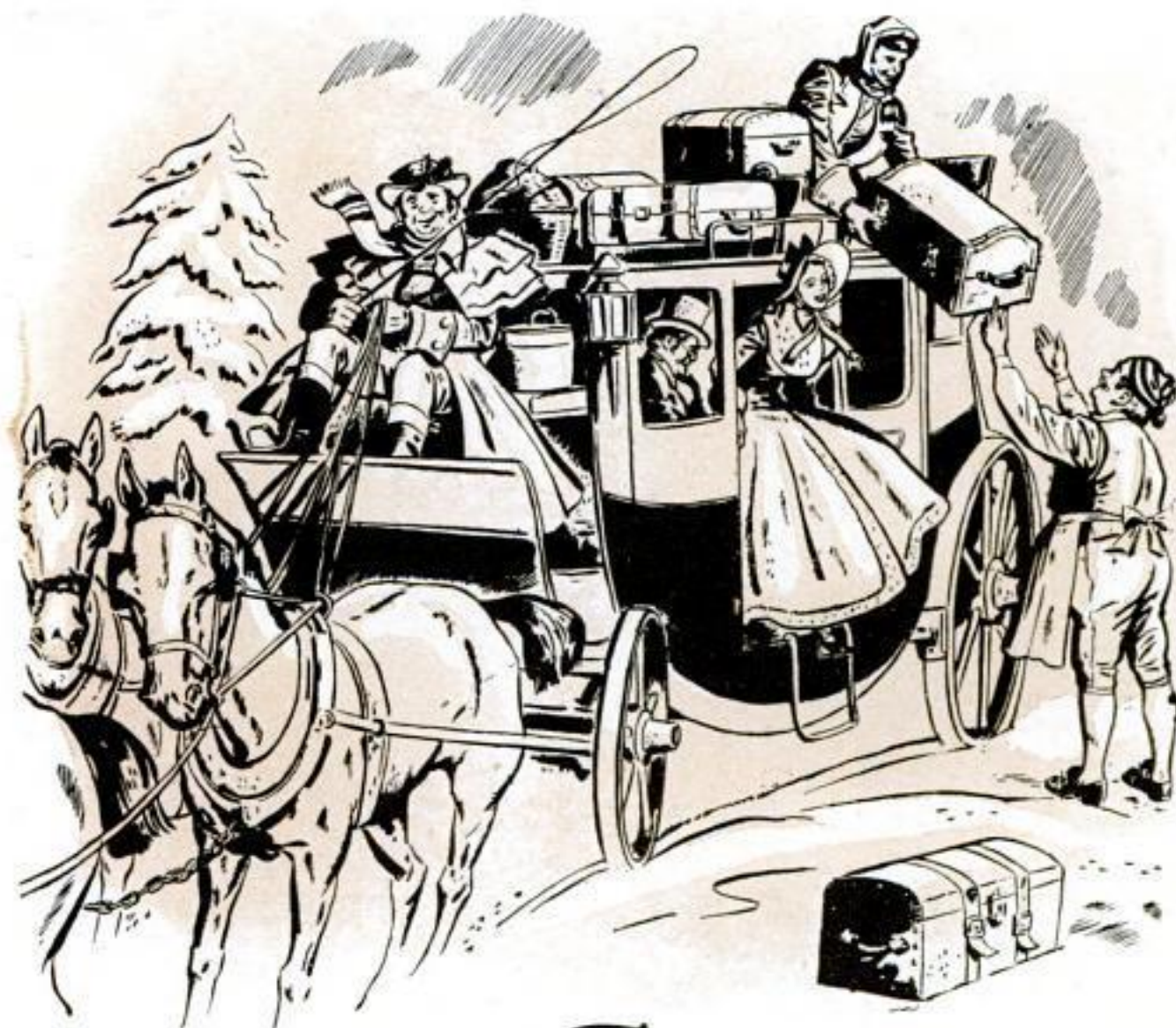
Porter's ASCAP rating is AA, which means in a good year his income from music royalties exceeds \$100,000. He writes both words and music, usually thinks of a title first and fits the tune around it. Songwriters try to ape the tricky rhymes and rhythm of his *Night and Day*, *My Heart Belongs to Daddy*, but they lack the vital ingredient of a Cole Porter hit: the gusto of an Indiana boy who at Yale could write, "Bingo, bingo, that's the lingo."



Third from left in the top row is Arnold Whitridge, grandson of Matthew Arnold, who is now Master of Calhoun College at Yale. Seated at far left of bottom row is H. A. Colgate of the toothpaste family, who is now a Wall Street broker. Third from right in middle row is Stoddard King, now dead, who while at Yale wrote the words for *There's A Long, Long Trail*, which became a popular War song. In bottom row, second from right, is Rufus King, now a well-known writer of detective stories.



Cole Porter rehearses new song with Ethel Merman for whom he has written such hits as *You're the Top*, *It's De-lovely*. They are in Ritz Hotel during Boston try-out.



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now and for
many years of carefree
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HARTMANN
Luggage

Write for this free booklet illustrating the proper and simplest way to pack both men's and women's apparel for travel.



THE HARTMANN TRUNK COMPANY, RACINE, WISCONSIN

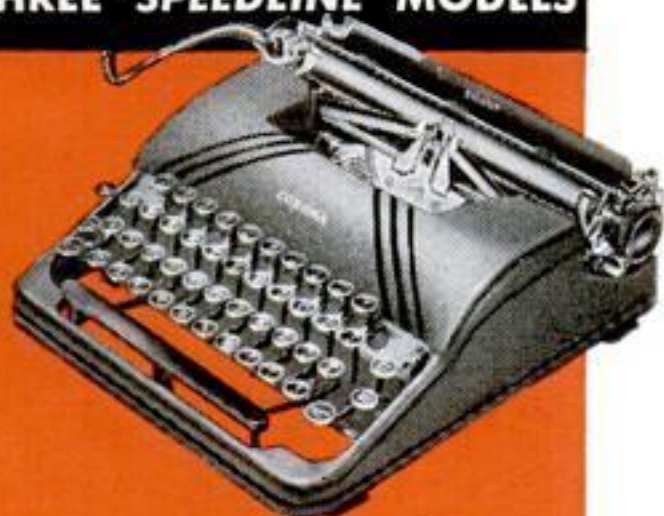
For Christmas

may we suggest a

CORONA

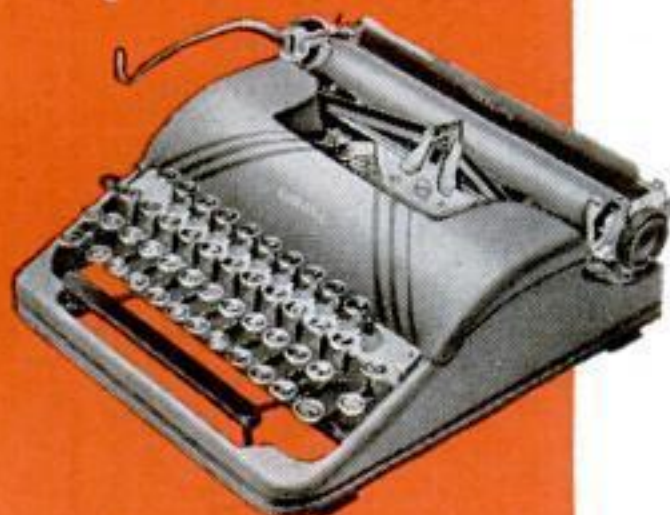
PORTABLE TYPEWRITER

THREE "SPEEDLINE" MODELS



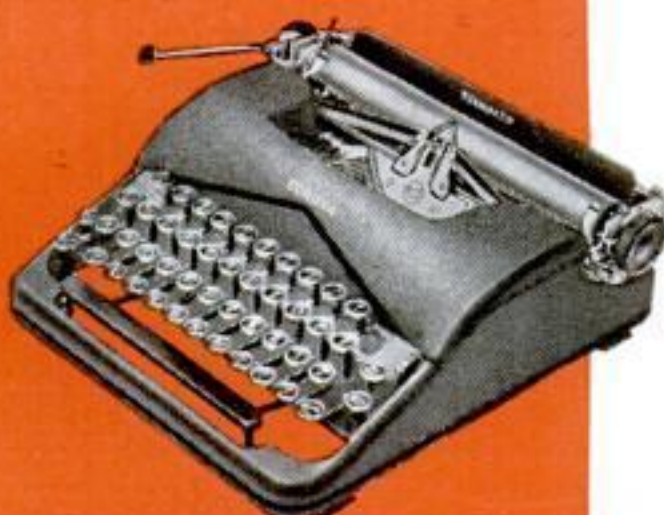
★ **CORONA SILENT** — Absolute "tops" in portables... the finest Corona of them all. Has every worthwhile typing aid and many exclusive features. Famous *Floating Shift*. Choice of three colors... black or maroon glossy, and gray nonglare ripple finish.

CASH PRICE **\$64⁵⁰**



★ **CORONA STERLING** — Almost as complete... and almost as quiet... as Silent model. Also has *Floating Shift*, Speed Booster, etc. — and choice of same colors as on Silent.

CASH PRICE **\$59⁵⁰**



★ **CORONA STANDARD** — The popular priced model. Has *Floating Shift* and all regular portable typing aids... Easy and fast to operate. Complete with smart case. Comes in black nonglare ripple finish. A great value at this low price.

CASH PRICE **\$49⁵⁰**

TWO "ZEPHYR" MODELS



★ **DELUXE CORONA ZEPHYR** — Latest addition to the Corona line. Has folding paper supporting arms, automatic ribbon reverse, dual margin release, single and double line space, and other useful features. Strikingly beautiful in silver green.

CASH PRICE **\$39⁷⁵**



★ **REGULAR CORONA ZEPHYR** — The spectacular low priced portable. Weighs only 9 lbs. So compact it fits in a desk drawer. Has *Swinging Shift*... 84 character Standard Keyboard... Back Spacer... Line Spacer and other aids.

CASH PRICE **\$29⁷⁵**
complete — or 70c a week (plus small down payment).

Made and guaranteed
by the makers of the
NEW 1940
Super-Speed
LC SMITH
TYPEWRITERS

★
\$1 a week (plus small down payment) is all you pay to own any Speedline Corona. Corona Zephyr Regular costs as little as 70c a week, (plus small down payment). All Prices Subject to Revision. SEE CORONAS FIRST... FREE DEMONSTRATION AT ALL CORONA DEALERS... WRITE FOR ILLUSTRATED LITERATURE.

LC SMITH & CORONA TYPEWRITERS INC.
Desk 12, 171 Almond Street, Syracuse, N. Y.

I want a Corona for Christmas!

Send me — without obligation — folder on

☐ CORONA SILENT ☐ STANDARD ☐ STERLING
☐ DELUXE ZEPHYR ☐ REGULAR ZEPHYR

Name _____

Address _____

City _____

State _____

STATE AGE IF UNDER 21 _____

HOLLYWOOD HOLDS A BIRTHDAY PARTY FOR THESE YEAR-OLD FINGERNAILS

Juliette Marglen runs one of the strangest businesses in America. She calls it "The Fingernail Hospital." For two years she functioned profitably on Sunset Boulevard in Hollywood, numbering among her clients such celebrities as Norma Shearer, Barbara Stanwyck and Deanna Durbin. Recently she moved into the House of Westmore, one of the most elegant beauty salons in the world, run by Perc Westmore, famous movie make-up artist, and his four brothers.

On Nov. 16 the House of Westmore gave a strange party. They called it a "fingernail birthday party," and to it came such film and radio luminaries as Paulette Goddard, Rosemary Lane, Lana Turner, Gloria Dickson, Nancy Kelly, Rudy Vallee. The occasion was the end of a year during which Juliette had not once cut her nails. Shortest was 2 inches long, the longest 3½. The stars, most of whose nails are treated by Juliette at special treatment rooms on studio lots, marveled at the year-old growths, watched interestedly while they were cut to normal length. Juliette had convinced them that her process of calciumizing and massage could make even fragile nails like hers grow sturdy and long.



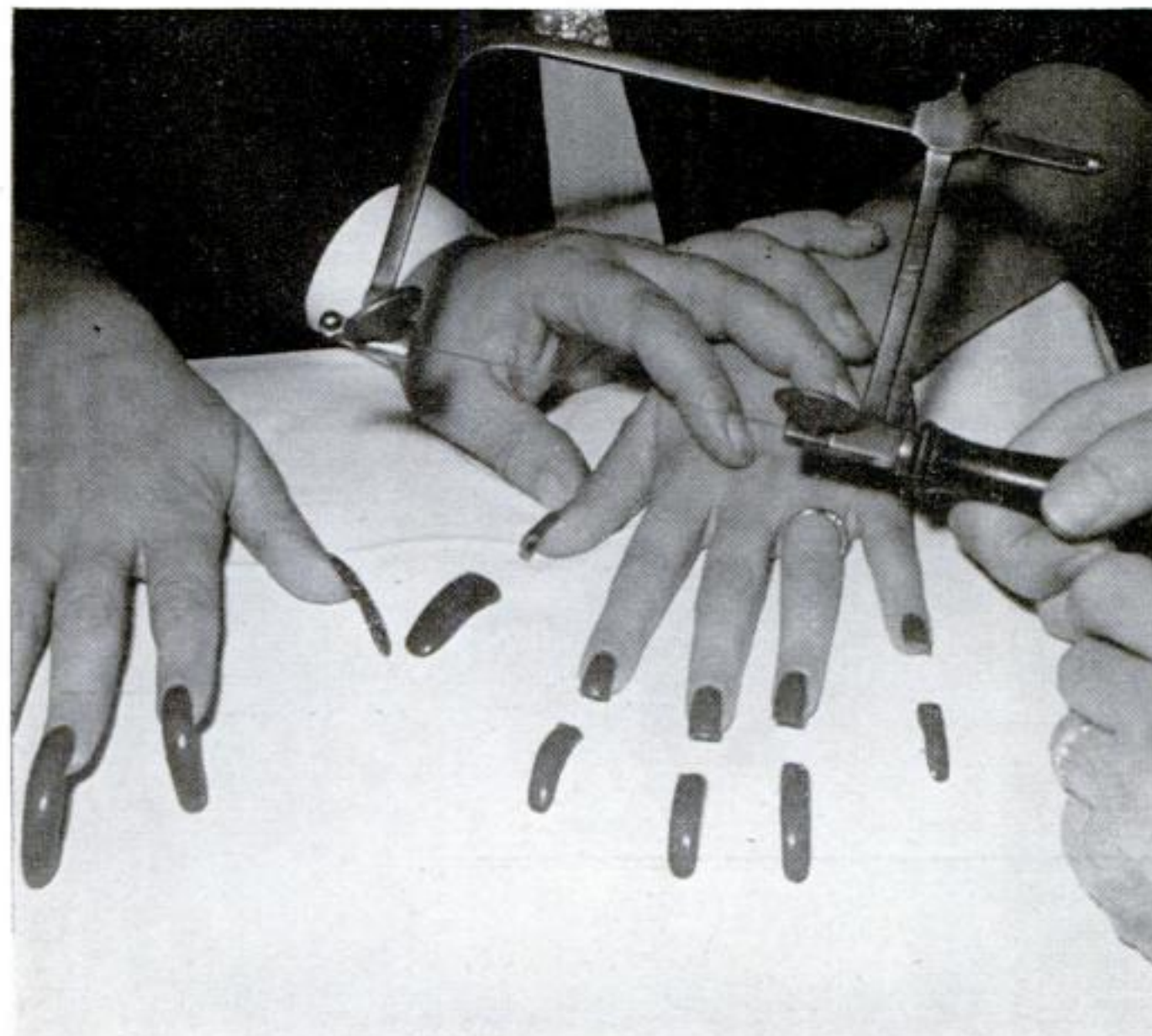
One-year-old fingernails of Juliette Marglen looked like this at the fingernail birthday party given for her in Hollywood. They were lacquered on top and underneath.



Rudy Vallee is astonished as, sunglasses in hand, he examines 2- and 3-in. nails exhibited by Juliette to fingernail-party guests. Standing beside him: Perc Westmore.



With a jeweler's saw, Ern and Perc Westmore start cutting off Juliette's nails. Attentive group around them includes Linda Darnell, Linda Hayes and Rudy Vallee.



One hand is clipped, the other ready for the saw. The removed nails are saved. Juliette declared that the process was no more painful than ordinary cutting of nails.

CONTINUED ON NEXT PAGE



SUPER PYRO BLASTS THEORY that a low cost anti-freeze will boil away

Don't make the mistake of needlessly spending extra money for anti-freeze protection this year. Recent tests and surveys prove that you can get complete, reliable, all-winter protection at Super Pyro's low, money-saving price.

The experience of some 19,000,000 motorists who have protected their cars with Super Pyro has long shown that this is true. But, in the case of some inexperienced car owners, the bugaboo that popular priced anti-freezes still boil away has persisted. So this year the makers of Super Pyro made a series of tests, and a great nation-wide survey, to prove that this low-priced anti-freeze will not boil away under normal driving conditions in the modern car.

NO BOIL EVEN AT 185°

It was demonstrated that thermostatic control in modern engines keeps the temperature between 155° and 160°... and that a Super Pyro solution,

sufficient to protect to 10° below zero, does not boil even at 185°.

Furthermore, by preventing rust and corrosion, the Super Pyro solution in itself is protection against overheating.

So we say "Goodbye to the bugaboo of Boil-Away"... modern motors do not get hot enough under normal engine operation to start Super Pyro boiling!

PROTECT YOUR CAR NOW

Visit one of the 100,000 Super Pyro dealers today. In two minutes he will send you on your way protected to the lowest temperature expected all winter... probably at a fraction of the cost you paid in other years for non-boil-away protection.

U. S. INDUSTRIAL CHEMICALS, INC., N.Y.

See what you save! By using Super Pyro instead of an expensive brand, the saving in cost will pay for two or three complete oil changes. Note the comparison!



	Super Pyro	Expensive Brands
	For Zero Protection	For Zero Protection
Buick (60)	1 1/4 gals.—cost \$1.25	1 1/4 gals.—over \$3.00
Chevrolet (6)	1 1/4 " " 1.25	1 1/4 " " 3.00
Ford (V-8, 60)	1 1/4 " " 1.25	1 1/4 " " 3.00
Oldsmobile (8)	2 " " 2.00	2 " " 5.00
Plymouth (6)	1 1/4 " " 1.25	1 1/4 " " 3.00

SUPER PYRO ANTI-FREEZE



Don't let winter catch *you* unprepared

Last call! If your car won't start. If you wear out your battery in a hopeless tussle with congealed summer oil. If you burn out bearings because cold-stiffened oil couldn't get to them. If you are troubled all winter with sludge, carbon and corrosion due to impurities in the oil...don't say we didn't warn you to

Change now to
Acid-Free Quaker State
Winter Oil

MAKES CARS RUN BETTER...LAST LONGER

Quaker State Oil Refining Corporation, Oil City, Pa.



Fingernail birthday party (continued)



A hole is drilled in each sawed-off nail by Porter Blanchard, Hollywood jeweler who made a silver necklace for Juliette after a design drawn by Ern Westmore.



The necklace bearing her ten fingernails as pendants is worn by Juliette Marglen. Unless carefully treated, nails will ordinarily break off before growing one inch long.



Dromedary Gingerbread with ice cream. Here is the solution to fresh, home-baked gingerbread with the trouble left out. Add water to a package of Dromedary Gingerbread Mix and bake. Your skill is in the package. We guarantee you the most delicious, old-fashioned gingerbread you have ever tasted. Compare it with the finest you can bake or buy. In addition to the large 8-serving package, you can now buy a small-family size which makes 4 generous servings.

• See Below •



Something you should know. From the dawn of time, Arab tribesmen have lived and marched for days on dates and water alone. Dates are not only a joy to eat, they are Nature's way to sturdy, enduring energy. Eat your fill of them every day—6 or 8 of them at least. For dates not only give you energy, they help you keep regular. Take just one precaution. Buy Dromedary Pasteurized Dates, the only dates bearing the seal of acceptance of the Council on Foods of the American Medical Association.

• See Below •



Dromedary Apricot Gingerbread Shortcake. Just add water to Dromedary Gingerbread Mix and bake. Split your cake in two layers, then, between and on top, be generous with whipped cream and canned apricots. It's as simple as that and as good as it looks. Use ripe bananas instead of apricots if you wish. Serve Dromedary Gingerbread cold instead of ordinary bread and see how moist and fresh it stays.

• See Below •



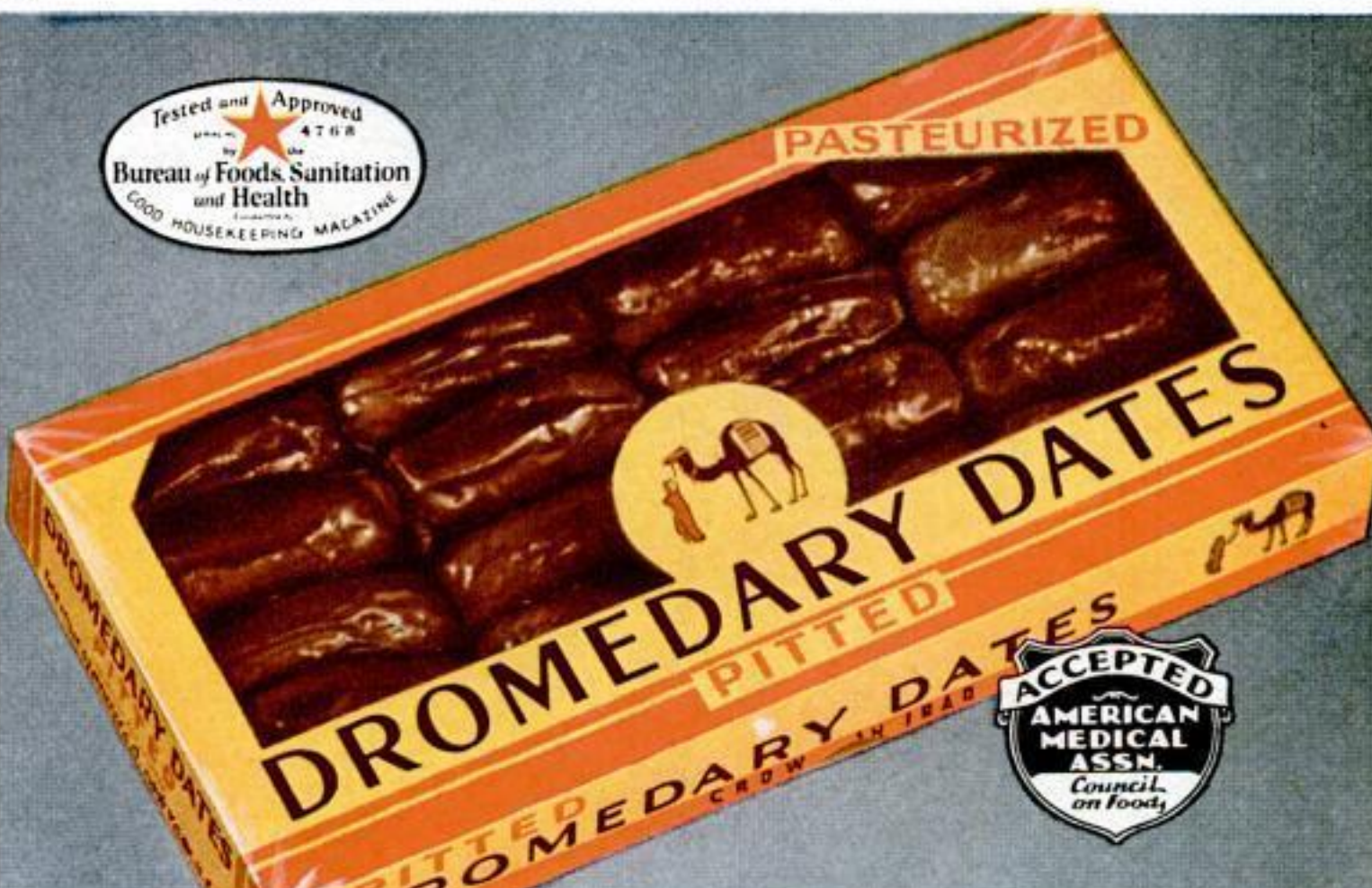
Dromedary Date-Apple Pie. To that grand old favorite, apple pie, add Dromedary Dates if you want to hear a round of applause at your dinner table. Simply line a pie plate with your favorite pastry; slice 5 or 6 tart apples. Then add 1½ cups of Dromedary Pasteurized Dates, cut small and dusted with flour. Arrange in pie shell, top with pastry, bake as usual—and we promise you something unusual.

• See Below •



Made from the
200 year-old "Receipt"
of George Washington's
Mother

Guaranteed to make better gingerbread than you can bake or buy—or double your money back. Buy a package of Dromedary Gingerbread Mix. If it does not make the most delicious, dark spicy gingerbread your family has ever tasted, we will refund double your money. Most grocers now have it. If yours does not, send his name and address with 15¢ for a trial package. Double your money back if not delighted. The Hills Bros. Co., Box 12C, Trinity Station, New York City.



Important. All fruit must, of course, be picked and packed by hand. That is why you should buy pasteurized dates just as you buy pasteurized milk. Pasteurization ensures purity. It also dissolves the natural sugars in dates, releasing their full, rich flavor. That is why Dromedary Dates taste so much more delicious. Not only are they the finest golden dates of Araby, they are the *only* pasteurized dates. Only Dromedary takes this extra precaution. Think of this when you buy dates.

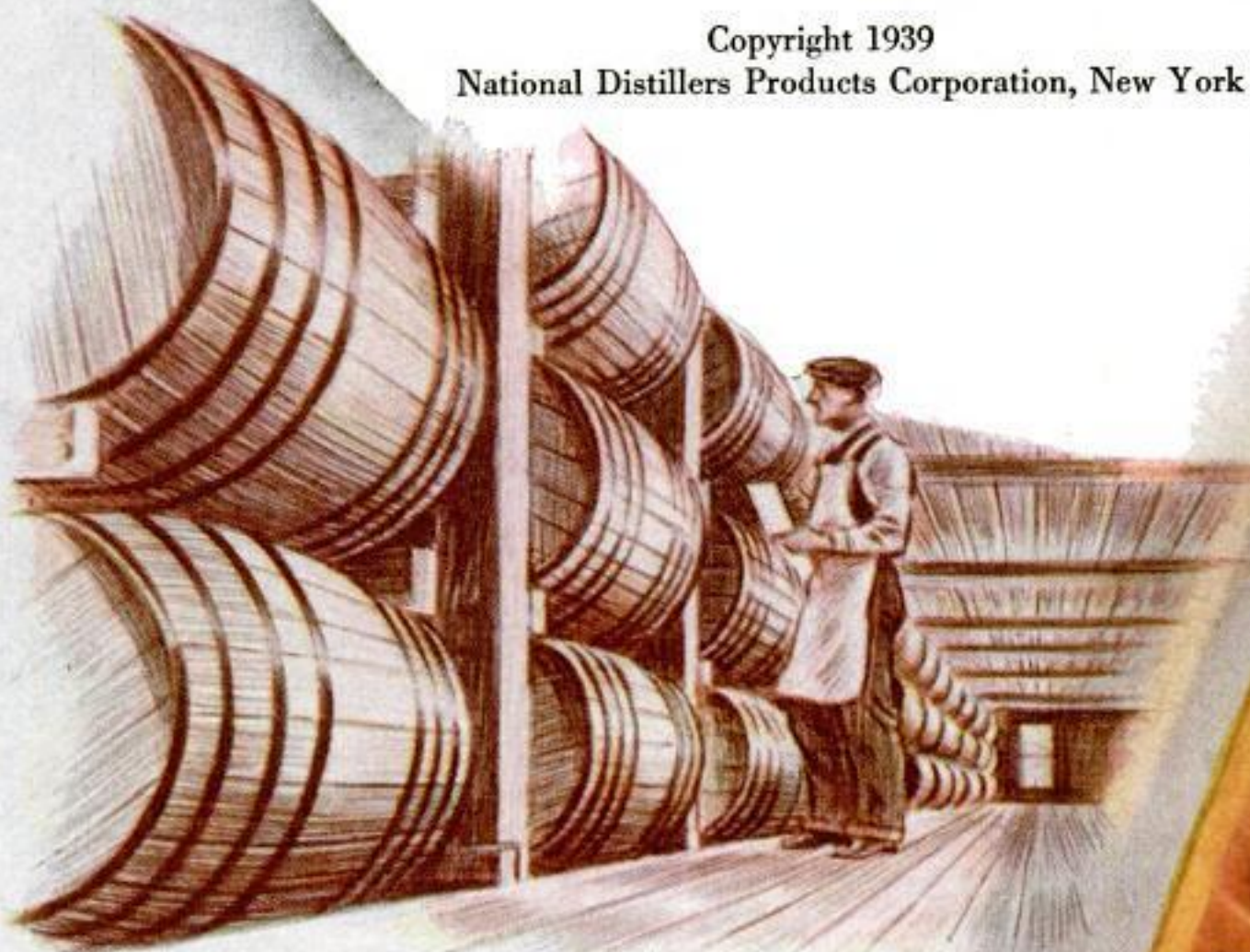
This Signature



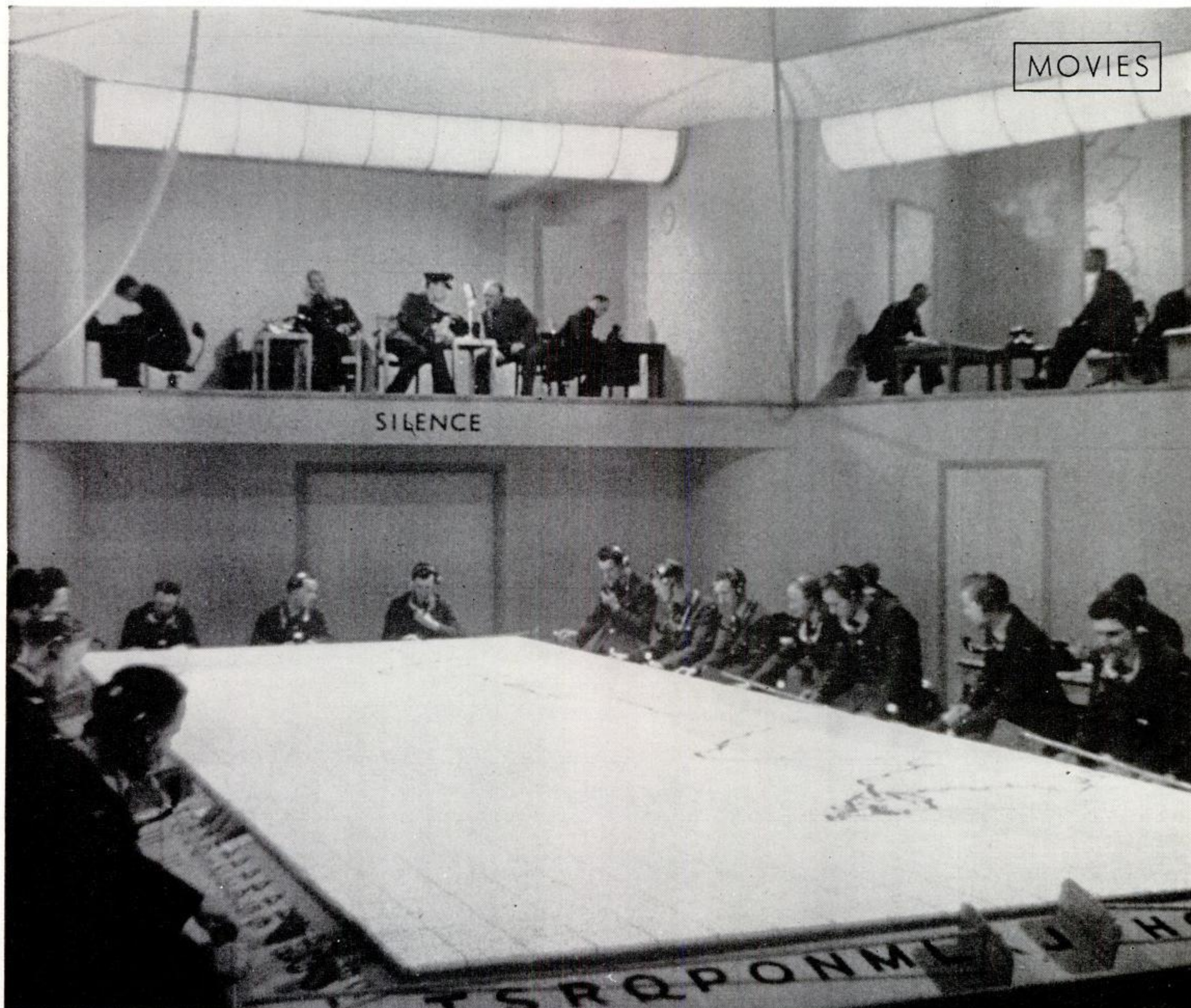
has long been the symbol of
Bourbon at its Best
Whiskey

No finer whiskey ever came out of Kentucky than Old Taylor—the standard-bearer for Kentucky bourbon quality—a whiskey that wins lifelong friends at the very first sip. That was true more than a half-century ago when a master distiller, the late Colonel E. H. Taylor, Jr., made it and signed it with his name. It's still true today when this superb bourbon sells at the lowest prices in twenty years.

Copyright 1939
National Distillers Products Corporation, New York



U. S.
bottled in bond
"Taylored" to
good taste



In the Central Control Room of the Fighter Command, a secret organization for British air protection, dead silence

reigns as operators with earphones listen through the night for signals of enemy bombers. Before them, on a great

table, is a map of England's east and southeast coast. As soon as a raider is reported, it is charted on the map.



Nazi fliers heil Hitler before setting out over cloudy seas to bomb Britain. The commentator, in *March of Time* style, points out their military fierceness in contrast to British informality.

ENGLAND ANSWERS GREAT GERMAN WAR PHOTOS WITH FIRST PROPAGANDA FILM

The pictures on this and the following pages are war propaganda. They are Britain's answer to the oft-made charge that, thus far, Germany has been victor on the photography sector of the current war. If, unlike the great German pictures of the air raid on the Firth of Forth (*LIFE*, Nov. 27), these are partly fictitious, they are, as war propaganda, no less effective. For in *The Lion Has Wings*, its first full-length war movie, Britain again assumes that mastery of special pleading which helped it win the last War.

In contrast to Germany's official photographs, *The Lion Has Wings* was made by private enterprise. Quiet and unemotional, with its stars (Merle Oberon and Ralph Richardson) subordinated to its newsreel core, it was filmed in twelve days and nights, amid great secrecy, at the Denham studios of Alexander Korda. Though censors cut out vast footage for fear of revealing defense secrets, it still remains a historic document. Cheered in England and Canada, it will shortly stir Americans with its first-rate re-enactment of the Sept. 4 air raid on the Kiel Canal and its dramatic reproduction of a night's work by the Fighter Command, a secret air-protection force.



Give Grandly
FOR \$2.50 TO \$10.00

GIVE BENEDICTINE or B AND B LIQUEUR

Bénédictine is one of the world's great luxuries. For 400 years, it has made life richer for those who enjoy good living. Bénédictine is a gift that will look perfectly at home on a tree that holds sabres and platinum. It is a gift of dignity and charm, of elegance and lasting pleasure. Yet you can give the luxury of Bénédictine, or B AND B Liqueur, for surprisingly little.

For your "Around \$2.50" Gifts—Give either Bénédictine or B AND B Liqueur in the 12-oz. size. (Prices vary, according to state taxes.)

For your "Around \$5" Gifts—Give a 25-oz. bottle of Bénédictine or of B AND B Liqueur. Or a bottle of each in the 12-oz. size.

For your "Around \$10" Gifts—Give a pair of 25-oz. bottles; one of Bénédictine, one of B AND B Liqueur.

Check over your list. For holiday hosts, for friends, for business associates, for relatives... it would be hard to think of a more genuinely acceptable gift... or one of more impressive importance for the same price.



"AFTER COFFEE... SIP BENEDICTINE"

is a gracious, growing custom. There is only one Bénédictine. The secret formula is still faithfully followed in the old Abbey at Fécamp, France.

B AND B, A DRIER LIQUEUR

is the famous Bénédictine combined with selected Cognac brandies. It is bottled in Bénédictine's centuries-old cellars in Fécamp.

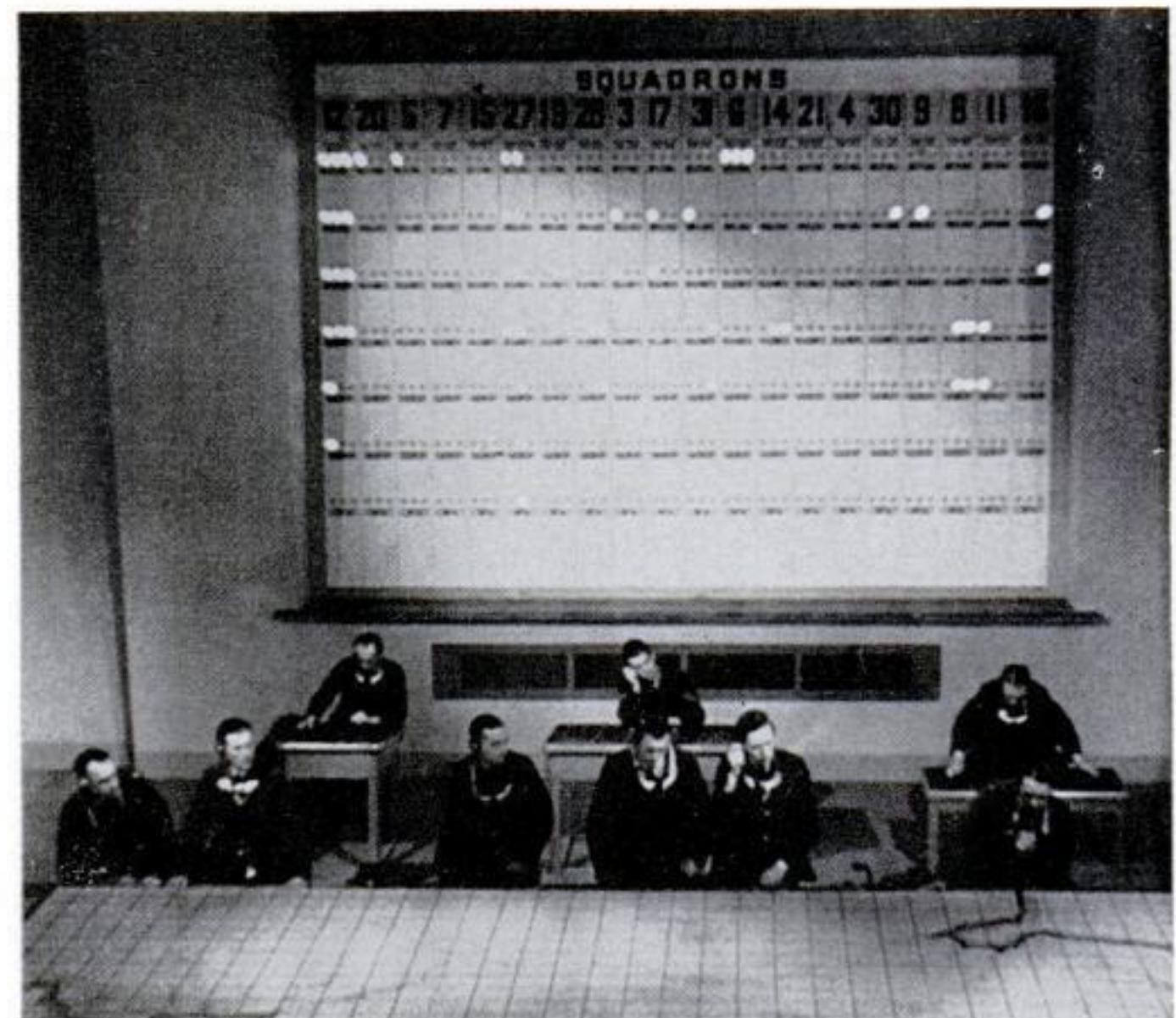
BOTTLED IN FRANCE

BENEDICTINE D.O.M

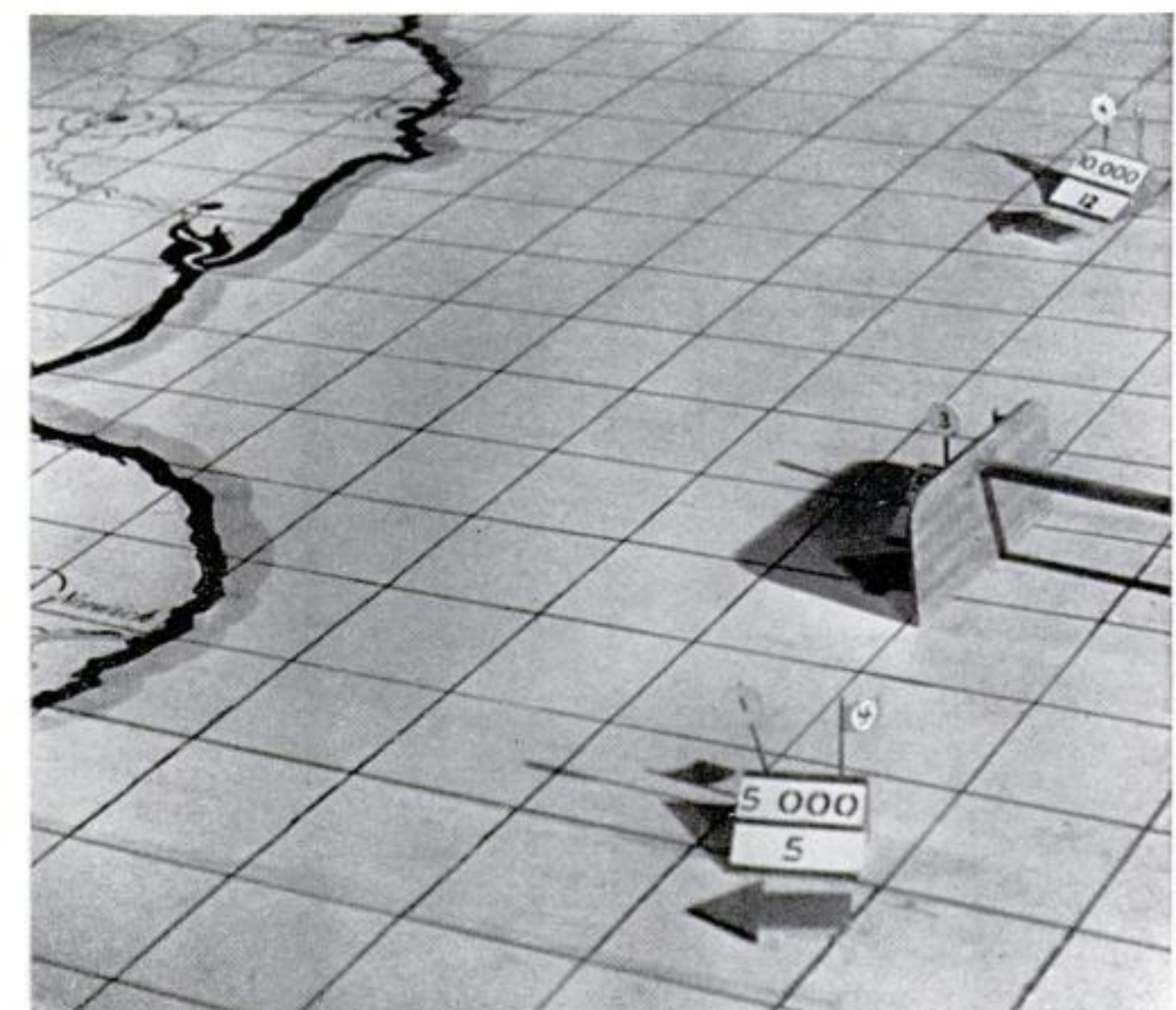
BENEDICTINE Trademark Reg. U. S. Pat. Off. • B AND B LIQUEUR Trademark Reg. applied for. Both 86° proof. Julius Wile Sons & Co., Inc., New York, Sole United States Agents.



Hidden outpost on the shore of England detects approaching Nazi bombers, phones news to a Fighter Station, which instantly relays it to the Central Control Room.



Light signals flash as the silent men in Control Room go into action. Airports are warned, anti-air guns are swung into the sky, pursuit planes take off for battle.



Exact location, height and number of Nazi planes is indicated on giant map. Raid No. 1, consisting of five bombers, is headed toward Norwich at 5,000-ft. altitude.

CONTINUED ON PAGE 72



For Your Whole Family—
**RCA VICTOR suggests new,
 different, thrilling Christmas gifts**
—gifts that keep on giving

**Her dreams come true—a Radio
 of her own!**

Many is the time when a girl longs to enjoy radio by herself. And now this dream can come true in many, many homes. For below is RCA Victor Model 45X2—a modern superheterodyne radio—the biggest little radio value you have ever seen. This amazing RCA Victor Little Nipper set



offers you the equivalent of 7-tube performance, because 2 of its 5 RCA Victor tubes do double duty. Uses either AC or DC current. Model 45X2 comes in an antique ivory plastic cabinet. Also available in many other smart styles.

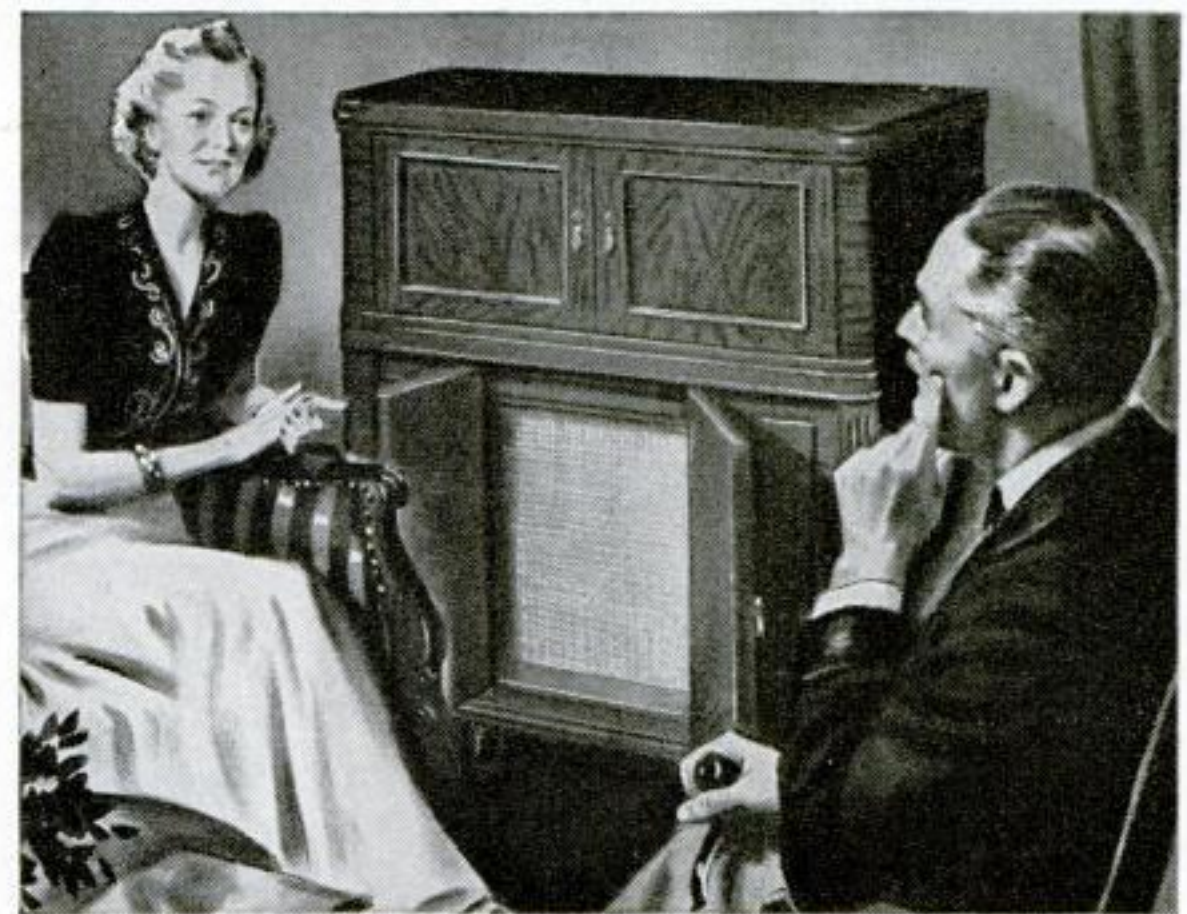
A wide choice of RCA Victrolas and Radios from \$4.95* to \$325.00*

**Aunt Emma will enjoy its
 convenience—and so will you**

This RCA Victrola Model U-9 solves a lot of gift problems. Its compact size . . . its convenience



whether as phonograph or radio—makes it a perfect instrument for a nice old lady. But these very things, and its complete modernity means that it will be regarded with equal delight by a nice person of any age or either sex. Priced within the most modest budget, this RCA Victrola has such luxury features as Viscaloid Damped Pick-up, Self-Starting Motor, Built-in Magic Loop Antenna and 2-point High Frequency Tone Control. Price **\$39.95***



**GLORIOUS NEW RCA VICTROLA—
 A thing of beauty—and a joy forever!**

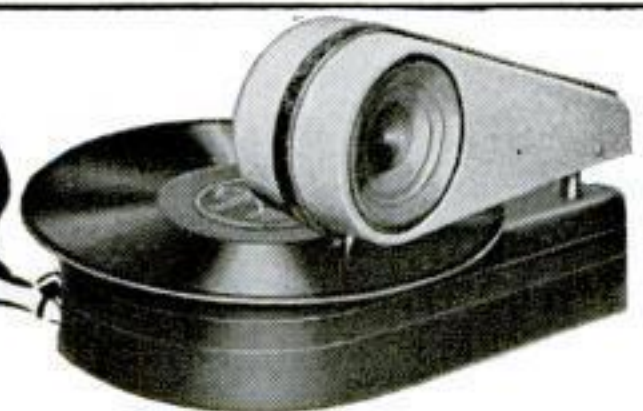
Here is a truly adult phonograph-radio. The glorious new RCA Victrola Model U-46—an instrument built to please the most fastidious music lover, while it has the lively volume, the genuine newness that delights youthfully minded men and women of all ages.

Note a few features of this lovely instrument: De luxe Gentle-Action Record Changer . . . Super-volume from 20 watts undistorted output means natural, balanced tone at a whisper, or full symphony level. Bass and treble tone controls. Improved, Viscaloid Damped Pick-up. 12-tube radio has Electric Tuning for 9 stations, and Built-in Magic Loop Antenna. Beautiful 18th Century style cabinet. You will be amazed when your dealer tells you how little you need pay to put this supremely fine RCA Victrola in your home.

**Children shout with excitement
 over RCA Sound Control Studio**

Here is the most exciting, newest Christmas gift you have ever had a chance to give a child. Rain on the roof, a train across your carpet—all sorts of radio sounds can be duplicated right through your own radio. With this RCA Sound Control Studio it is possible to duplicate practically everything that is produced by NBC sound effects experts.

For finer radio performance, RCA Victor Radio Tubes. You can buy RCA Victrolas and RCA Victor Radios on C.I.T. easy payment plan. *All prices f.o.b. Camden, N.J., subject to change without notice.



The new RCA Victrola Junior is a toy phonograph designed especially for children. It has an electrically operated turntable. The acoustical speaker is built into the tone arm. Bakelite case. Operates on AC house current only. Trade-marks "RCA Victor," "RCA Victrola" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc. For best results, use Victor Needles

**A phonograph especially made for
 real little
 folks**

**Your RCA Victor
 dealer invites you
 to see these, and
 other fine instru-
 ments from the
 RCA Victor musical
 wonderland.**



RCA Victor

A Service of the Radio Corporation of America

CERTIFIED CASE STUDIES continue to prove that Knox Gelatine promotes endurance—lessens fatigue—with both men and women.

FILE PROOF NO. 148



VITALITY FOR GLAMOUR

Featured Motion Picture Actress. Felt strain of difficult roles—wilted from long hours before the camera. Says vitality has “increased enormously.” Feels alert and alive even when on the set at 6 A.M. Commissary of famous motion picture studio is now serving Knox Gelatine to actors and actresses at meals and between scenes. Vitality is first essential of glamorous personality.

FILE PROOF NO. 272

PEP COMES BACK

Mining Engineer. Work involves strenuous physical exertion in rough country. Formerly, “went to bed tired and woke up more so.” Exhaustion forced him to give up outside pursuits. Now says “family can’t get over the change.” Far less fatigued at end of hardest day. Has resumed writing and research work. Many others engaged in hard physical labor report amazing benefits of regular Knox Gelatine feedings.



HOW IS YOUR “V.Q.”?

People with high “Vitality Quotient” are the ones who get the most enjoyment out of life. Thousands have gained new vim and vigor—renewed efficiency in work and enthusiasm for play—through the simple Knox Gelatine routine. Knox Gelatine is not a quick pick-up. It is a food. Knox Gelatine contains certain properties which increase staying power. Scientific tests prove the ability of Knox Gelatine to build resistance to fatigue.

Fight Fatigue With KNOX GELATINE



THIS WAY: Empty 1 envelope (¼ package) of Knox Gelatine in a glass ¾ filled with water or fruit juice, or ½ water and ½ fruit juice. Let the liquid absorb the gelatine. Then stir briskly and drink rapidly or it will thicken. Take 4 envelopes a day for 2 weeks, then continue with 2 a day. Take faithfully for 1

month. Then if you wish, discontinue, and resume when you feel the need.

CAUTION: Be sure to use Knox. Only Knox was used in the scientific experiments. Only Knox is *proved* to have the necessary elements. Write for Bulletin E, Knox Gelatine Company, Johnstown, New York, Dept. 71.

England's propaganda film (continued)



British pursuit flier, steered by radio short-wave directions from Central Control Room, spots enemy bombers off the British coast, goes into power dive for attack.



Death in the air is the fate of this German aviator, pierced by machine-gun bullets spitting from British pursuit plane. The anti-aircraft guns drive off other bombers.



A streak of flame, this Nazi bomber plummets through moonlit clouds into the sea. The German radio, hearing of *The Lion Has Wings*, called it “a celluloid fairy tale.”



"A gift is as a precious stone"

— OLD TESTAMENT

ALWAYS, since time began, men have sought among the objects of the earth some token to express their deeper feelings. Long before the birth of Christ, as now, one brilliant, earthborn miracle symbolized the deep, enduring things they cannot say. . . . The diamond as "light" stone bears this significance. . . . A diamond is given by the young lover to his lady, in pure white flame to light their love's eternal meaning. It becomes the mature man's gift of inarticulate gratitude—his pæan of rejoicing for tall sons and lovely daughters. Even in the eyes of tiny children its flame kindles immediate grandeur. . . . Those who have occasion to give diamonds this Christmas will find that no men in history have had a lovelier selection. Reliable jewelers are the custodians, naturally, of the earth's finest yield. Many will assist you in financing such an important gift by extending payments over a period of months. Color, quality, depth and skill of cutting are as important as carat weight in selecting for abiding beauty.

DE BEERS CONSOLIDATED MINES, LTD., AND ASSOCIATED COMPANIES

CURRENT PRICES OF QUALITY DIAMONDS

(Exact weights shown are infrequent. Fractional weights at relative prices.)

One-half carat, \$100 to \$200				One carat, \$325 to \$600			
Two carats	 (Square-cut)		 (Brilliant)	\$900 to \$1750			
Three carats	(Marquise)		(Brilliant)			from \$1500	

Size alone does not determine diamond value. Purity, color and excellence of cutting affect the prices of diamonds, regardless of weight.
These prices do not include mounting.

Gifts

inspired by inspired scents

Each of four famous Coty fragrances has inspired a whole group of treasure gifts! For each group, there is a smart decor of individual beauty... new excitement for the ever-welcome gift of Coty Perfume!



L'Aimant



"Paris"



Emeraude



L'Origan



"Air-Spun" Powder and Perfume on a pillow of Sachet. 285



L'Aimant "Purse-onals." Rouge, Lipstick, Vanity and Perfume "Purser" 350



A "Boudoir Set" of six L'Aimant Luxuries... Actually six superb gifts! 500



In a Paris blue case, Bath Salts, Dusting Powder. A "big" gift for 225



Lipstick, Purser, and Vanity. The box reminds you of Paris landmarks... 325



Parade of "Paris": Perfume, Face Powder, Toilet Water and Vanity. 450



A smart duo! "Air-Spun" Vanity and Racon of Toilet Water. 225



Perfume, and "Air-Spun" Powder, in chest of Persian design. 225



All-star Emeraude cast: Perfume, Talc, Rouge, Powder, Lipstick. 395



Make-up Trio in a curved case, heaped with sports symbols 225



All favorites! Perfume, Lipstick, "Air-Spun" Face Powder, Toilet Water. 450



L'Origan luxury: Perfume, Toilet Water, Vanity, Lipstick, Powder. 675

THERE'S THRILLING VARIETY in ways to give Coty Perfumes. The four flacons above show

L'Aimant, "Paris", Emeraude, \$9.75, L'Origan, \$7.70. Other sizes and other fragrances, from \$55 to \$1.

Coty



JIMMY BAIRD, PRESIDENT OF MUSEUM BIRD CLUB, LECTURES ON THE DUCK HAWK. DRAWINGS AT RIGHT, BY BOY IN ANOTHER CHILDREN'S MUSEUM, ARE A LOAN

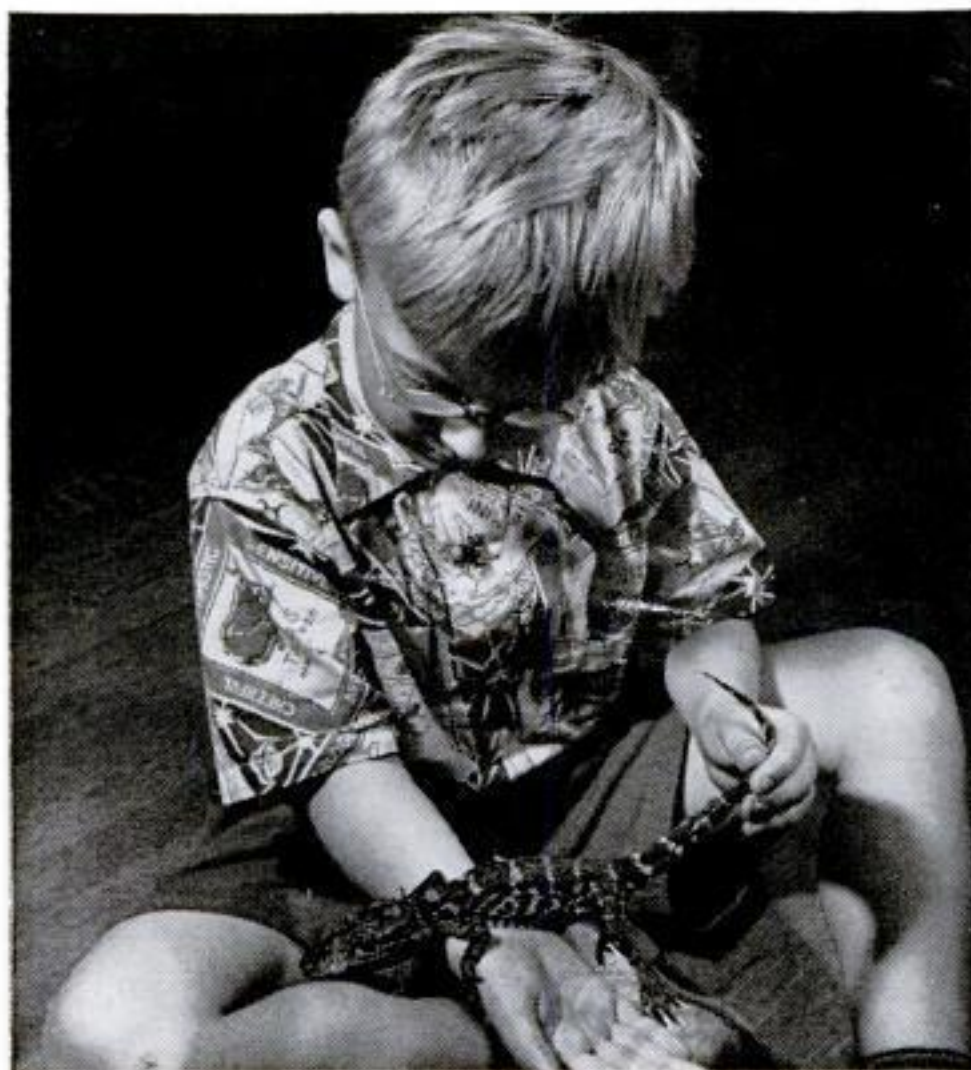
BOSTON CHILDREN STUDY ANIMALS, STUFFED AND ALIVE, IN OWN MUSEUM

The live and stuffed animals in the hands of the children on this page are regular exhibits in the Boston Children's Museum. There are 21 similar museums in as many cities throughout the country. On Dec. 12 they are celebrating Children's Museum Day, the 40th birthday of the first one in Brooklyn, N. Y.

Children's museums are wonder-houses of strange and curious things. In Boston, live salamanders and toads are only the beginning of a collection that includes a mounted baby elephant, an ant colony, a miniature Indian village, lamps from the ruins of

Pompeii and the inevitable Japanese Goodwill doll. In line with the best progressive-education practice, they turn school subjects like geography and history into enthralling full-time interests.

Last year in Boston, 24,500 children, organized in clubs like the Bird Club above, made the Children's Museum their after-school headquarters for study and field trips. Altogether, 180,000 toured the exhibits and attended lectures that have made the Children's Museum an integral feature of education in the private and public schools of Boston and environs.



A BABY ALLIGATOR SUBMITS AMIABLY TO SCRUTINY



A WOOD TURTLE IS TIMID, HIDES INSIDE HIS SHELL



A TOAD HAS BEEN AT MUSEUM FOR THREE YEARS

NO OTHER ELECTRIC RAZOR WORKS LIKE THIS



Roto-Shaver's powerful motor is hung in light, strong aluminum chassis. Tenite case comes in gray or deep maroon. You get a close, smooth shave at once—no practice necessary. Complete in leather case, \$13.75 in U.S.

Not a Miniature Hair Clipper—Roto-Shaver is the ONLY Electric Razor that actually SHAVES with 4 Razor-Sharp Blades

CANNOT POSSIBLY CUT OR PINCH THE SKIN

MANY men have been waiting until the electric razor was perfected before buying one. Others have owned one, but found it did not shave close enough. We believe Roto-Shaver answers completely man's ancient problem of how to get a smooth, comfortable shave.

ROTO-SHAVER REALLY SHAVES

Unlike most electric razors that "clip" with a shearing action—Roto-Shaver uses four razor-sharp blades. Driven by a smooth, powerful rotary motor, these blades revolve at tremendous speed against a thin protecting head. Closely, cleanly—right at the skin line—off come your whiskers. *Roto-Shaver is one razor which absolutely cannot cut or pinch your skin!*

TEST ROTO-SHAVER YOURSELF

Words and pictures cannot tell the story of Roto-Shaver's marvelous action. Only an actual trial on your own face will

convince you that Roto-Shaver really shaves—doesn't merely "clip." Smooth, powerful, free from harsh clatter or vibration, a Roto-Shaver is pleasant to use. Why not stop in at your dealer's today for a free demonstration?

Makers of fine shaving products for nearly a century, The J. B. Williams Company is proud to offer the new Roto-Shaver to American men everywhere.

ROTO-SHAVER FACTS

- Thin guard of hardened steel has over 800 holes, allowing blades to shave closer, cleaner.
- No practice necessary with Roto-Shaver—shave perfectly at once.
- Perfectly honed, self-sharpening blades perform over 15,000,000 cutting operations a minute.
- Oil-less bearings eliminate oiling nuisance.
- Extra "Clipper" head ideal for shaving legs or under arms.



← Ordinary-type "clipper" head used on most electric razors keeps them from giving barber-close shaves.

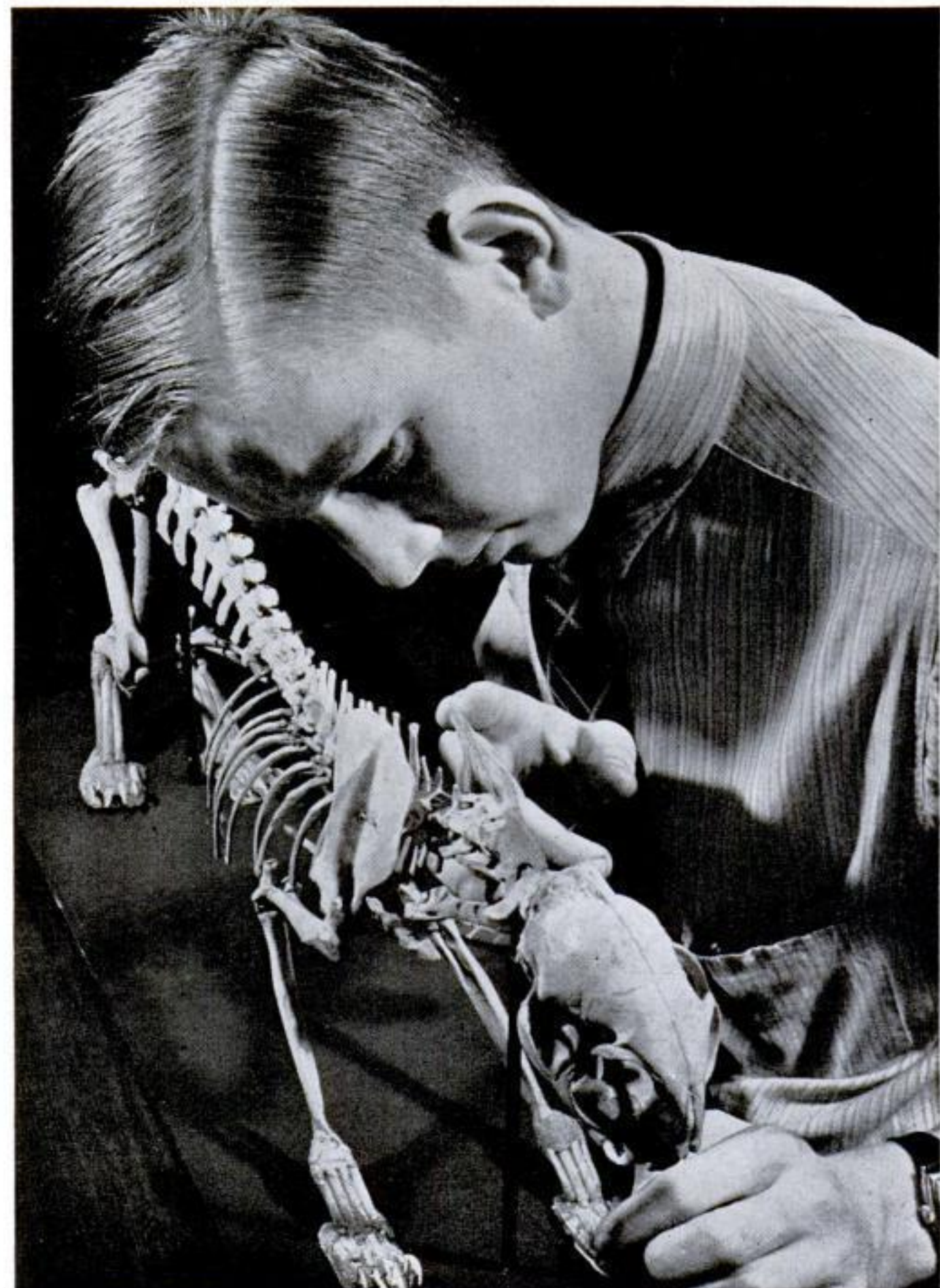
→ Roto-Shaver's New Revolving Head has four razor-sharp blades which assure a closer, cleaner shave every time.



ROTO-SHAVER



Harmless snake, a 7-ft. Indigo, lets a little girl touch its nose, thus overcoming her little-girl fear of snakes. Boston Children's Museum has half-dozen species.



Cat skeleton is examined by Harold Outten. Cat, when alive, was pet of an early Museum club member who buried it in his garden, salvaged skeleton for Museum.



A HINT FROM THE SPIRIT OF CHRISTMAS PAST
 ..ABOUT A CHRISTMAS PRESENT!



TAKE a tip from tradition:
 and give the Christmas gift
 you'd like to get—Canadian Club!

With every mellow sip, this world-famous whisky says, "I wanted you to have the best." And—exclusive advantage!—whether the recipient prefers rye, Scotch, or bourbon, he is sure to like Canadian Club.



*This
 whisky is 6 years old.
 90.4 proof. Imported by
 Hiram Walker & Sons
 Inc., Peoria, Illinois*

*Again, Canadian Club comes in
 this traditional gift carton!*

By popular demand, Canadian Club this year will again come cased in the special carton which bears a reproduction in full color of the famous Canadian Club Christmas scene above. It is yours at no extra cost, in all states where cartons are permitted, to lend added glamour to your gift.

IN **87** LANDS IT'S A CUSTOM
 TO GIVE

"Canadian Club"

THIS CHRISTMAS—GIVE CANADIAN CLUB—THE GIFT YOU'D LIKE TO GET



Christmas comes to life with HICKOK

- 1 Morocco goat Belt, sterling silver Buckle with 10 kt. gold inlay—in metal-craft cigarette box, \$5.
- 2 Steerhide Belt, 3-initialled Buckle in cigarette box, \$2.
- 3 Smoked or white pearl Dress Sets with gold thread center; links and studs, \$5. With vest buttons, \$8.
- 4 Hickok Tie Bar with three Kurv-initials... in useful ashtray, \$1.
- 5 Hickok's exclusive Bar-H Brace—authentic tooled steerhide—with patented ActionBAK for comfort, \$1.50.
- 6 Smart new Block Initials on Key Chain and Tie Chain. With patented Alligator-Grip Collar Bar, \$4.
- 7 Hickok Cuff Links, \$3.50. Simulated ruby, sapphire, emerald or topaz stones, with gold plated bands.
- 8 Lucky KoiNife... St. Christopher design... coin-like silver finish; \$3.50.

- 9 Sterling silver, gold-inlay KoiNife, \$7.50. Heavy Key Chain, \$2.50. Other KoiNifes \$2.50 up, chains from \$1.
- 10 New Hickok-Plate Buckle, with 3 Kurv-initials, \$1.
- 11 Hickok stitchless calfskin Belt, sterling silver Buckle—in unusual glass and metal-craft ashtray, \$3.50.
- 12 Hickok Tie Chain, Collar Bar, and Cuff Link set, \$3.50. Links in simulated ruby, sapphire, emerald or topaz.
- 13 Facet-cut stone Cuff Links—ruby, sapphire, emerald, or topaz (simulated), \$2.50.
- 14 Hickok rugged cowhide Belt and monogrammed Buckle... in "sailfish" box, \$2.
- 15 Three-initial Tie Chain and Collar Bar set... with patented Alligator-Grip, \$2.
- 16 KoiNife, the lucky pocket piece, with three Kurv-initials. Bronze or white finish, \$3.

Give him any of these... two gifts in one... and you'll be giving him the season's smartest... Hickok-made gifts... at all better stores!

HICKOK MFG. COMPANY, ROCHESTER, N. Y.

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KAPPA ALPHA THETA HOUSE BOASTS CLASSIC PILLARS



KAPPA KAPPA GAMMA IS ONE OF OLDEST SORORITIES



GAMMA PHI BETA CHAPTER IS 24 YEARS OLD AT K.U.



ABOVE: CHI OMEGA. BELOW: CORBIN HALL, A DORMITORY



KANSAS GIRLS

Life is fun for them at State University

The girls who go to the University of Kansas are as different in their looks and backgrounds as the buildings in which they live. The buildings (left) are sometimes classic, sometimes Tudor, sometimes Georgian. Some of the girls are dull and some bright, some pretty and some plain, some grinds and some "jivers." In a typical freshman class of 700, about 110 will be farmers' daughters, 75 merchants' daughters, 40 teachers' daughters, 25 bankers' daughters.

Their State University is at Lawrence, perched on the highest hill in eastern Kansas. It is a surprising town to find in the most middle of the Midwestern States. Settled by New Englanders, it is very much like New England except that the wind blows all the time. The streets are lined with spreading elms and some of the houses have captain's walks.

In regular session, 1,500 girls attend the University, which is co-educational. For the most part they have a very good time at college, often living better there than they do at home. A fourth of them occupy sorority houses; less than a third, dormitories. The rest board out around town. Their college life is heartier, more social and much more frankly concerned with boys than it is at an Eastern women's college. Almost all the girls are Kansans who settle down in Kansas after graduation. As alumnae, they are the most closely knit group of people in the State, binding all Kansas together from town to town by friendships made at Lawrence. The way they learn to live, to dress, to behave, to look at life and culture, affects their future and the future of their State in a hundred small and subtle ways.



The morning mail is very important. These are Theta girls, sitting on stairs in their house, reading letters from

their folks, friends or beaux. At top: Marilyn McBride, ex-editor of the college daily, studies Kansas City Star.

This is how they live at Kappa Alpha Theta



Breakfast at Kappa Alpha Theta is no place for conversation. The sleepy girls, some of them with towels around their hair, eat their fruit and cereal, toast and coffee in silence while reading the college daily or newspaper comic strips. They like *Li'l Abner* and *Blondie* best.



Theta's president is Margaret Stookey, who comes from Ottawa, Kan., and is a senior in the Fine Arts Department. Her father is State architect. She majors in design and paints for a hobby. The evening dress hung on the closet door presages a "formal" date or party after dark.



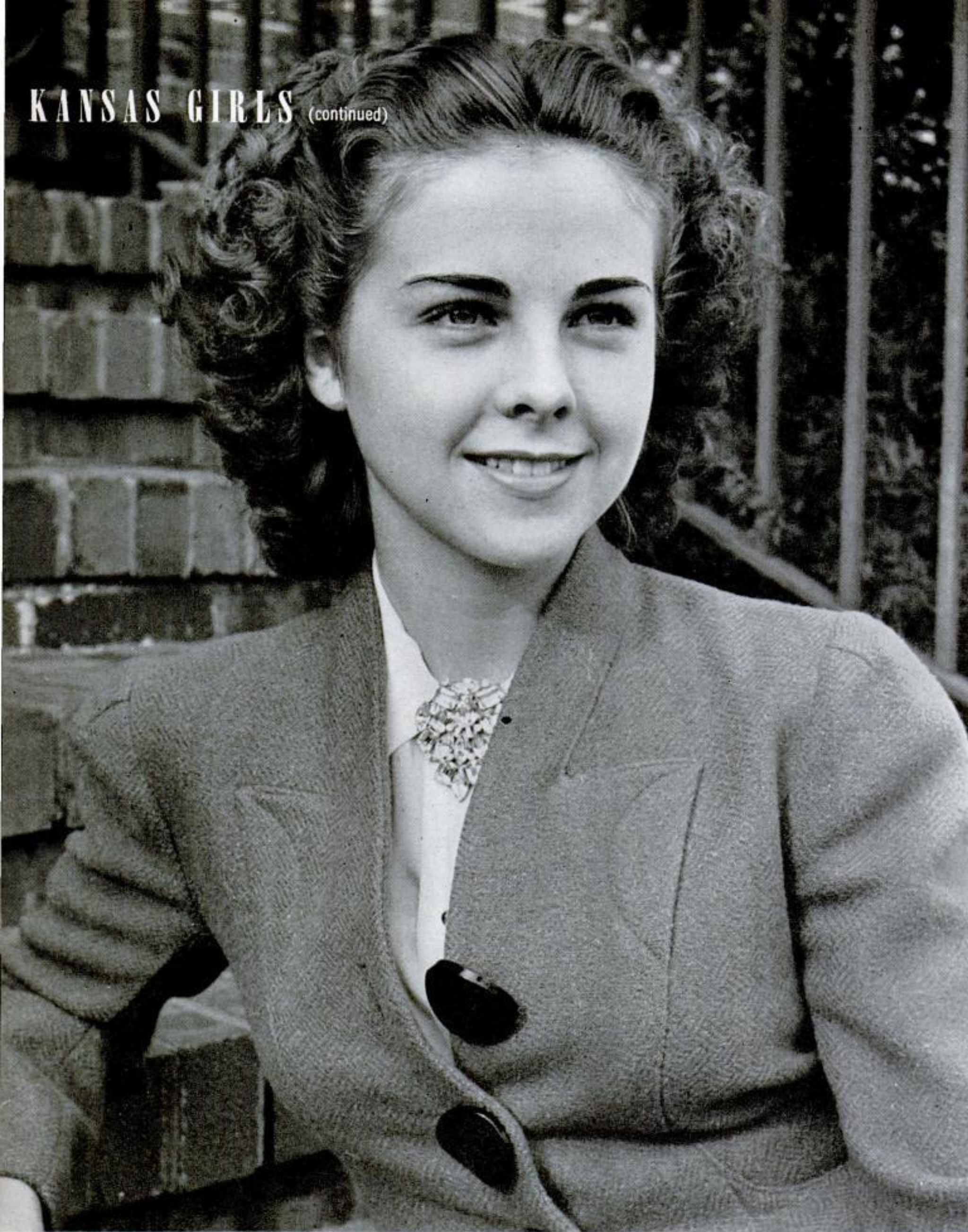
In Theta's basement, Peggy Pat Hennessy presses party dress for an engagement-announcement dinner to be held that evening (see pp. 82-83). Most girls wash their own stockings and underwear. They also keep their rooms neat, make their beds. Maids do the heavy cleaning.



Entertainment at Theta is provided by the girls themselves. This violinist is Edna Givens. The girl on the opposite page is writing down the time she wants a freshman pledge to call her in the morning—a typical pledge chore. At her left is a list of the Theta members' grades.



JUST BEFORE BEDTIME
A THETA GIRL POSTS
TIME SHE WANTS TO
BE CALLED NEXT DAY



Doris Johnson, elder of the Johnson sisters of Kappa Kappa Gamma, comes from Kansas City, Mo. She is 21, a senior. Her good looks have not gone unrecognized

at K.U. In freshman year she won the Comely Co-ed prize, got a trip to Hollywood. As sophomore, she was Homecoming Queen. She wants to be a social worker.

Sorority houses are

Most K.U. girls want to join a sorority because a great deal of campus social life revolves around the sorority house. First week of many a freshman's college life, therefore, is a strained and hectic one, for then she is being "rushed" by sororities. A girl may be picked for family, money, charm, style, brains, good looks. On basis of good looks, the Johnson sisters of Kappa Kappa Gamma (left & opposite page) were first-class sorority material.



The girls of Kappa Kappa Gamma, with Helen Johnson in the middle, line up in the doorway of their house. When a girl is pledged to a sorority, her sisters give her a thorough going-over, criticizing her manners,

HOW THETA GIRL ANNOUNCES ENGAGEMENT



All dressed up, Peggy Pat Hennessy and Helen Markwell descend stairs, wearing party dresses because a Theta girl is "putting out her pin," i.e., announcing her engagement.



The blessing is sung before the girls sit down. No one is supposed to know which of her sorority sisters is announcing her engagement but secrets of this sort are pretty open.



They sing at dinner, hardly ever omitting *Theta Lips* ("Theta lips are smiling") or *When You Come to the End of a Lollipop*. For this gala occasion, there are flowers on the

their social centers

Favorite sorority entertainment is a dance. Each house holds formal dances three times a year and most of them have frequent "7 to 8" early evening parties at which boys and girls dance on the sun porch to the music of a phonograph. Many a K.U. romance buds in a sorority sociable. No K.U. girl wears a boy's fraternity pin unless she is formally engaged to him. Then she announces her engagement by "putting out her pin" (see below).



attitude, clothes. After a while, all sisters of a sorority begin to look more or less alike. Kappa girls, for instance, all dress well and with assurance, seem somewhat more sophisticated than other sorority girls.



Helen Johnson, Doris' sister, is just as pretty and more precocious than her sister. Though only 18, she is a junior. In her freshman year she was on the Dean's

Honor Roll. This year Helen was elected Kappa's treasurer. An English major, she loves to dance and travel, wants to be a translator when she graduates.



table. The engaged girl is Dorothy Jean Roberts (back to waiter). Her father is a Kansas City, Mo., physician. Her fiancé is a sophomore in the Kansas U. Medical School.



The housemother, Mrs. Klinkenberg, has been given a 5-lb. box of candy in which are Dorothy's and her fiancé's pins. Mrs. Klinkenberg gives them to Dorothy's best friend.



The pin is put out when the best friend fastens it to Dorothy's dress, making the engagement formal. Sometimes the fiancé comes to the house, runs a gantlet of kissing girls.



Some cook & clean to save expenses

The urge to be educated is deep in the Kansas soul. Though University fees average only \$100 a year, many Kansas girls who want to go to college lack even that sum. To help them, the University has been given two co-operative dormitories, Watkins and Miller Halls, where girls can get room and board for less than \$15 a month. They have to have good scholarship standings and keep them. The result is that these dorms have the highest percentage of Phi Beta

Kappas in the University. The girls also have to do all their own housework and cooking. They are divided into small groups, each assigned its own little kitchen and dining room (*shown above*). They order their own food and the more efficient their ordering, the less their expenses. Girls take turns at cooking, cleaning, doing dishes. At the beginning of a year, the cooking is likely to be a little strange and uncertain. But criticism is blunt, learning comes quickly.



On stunt night, the girls amuse themselves by dressing up and acting. This is the Gamma Phi Beta house where, behind a quilt-covered ironing board, the girls make fun of some ultra-*Vogue* fashions. Their hats are made of a funnel garnished with celery, of paper cups, of lamp shades and a feather. K.U. girls scorn far-fetched fashions. They dress simply, though they wear fancier sweaters than Eastern college girls.

A Negro sorority is Delta Sigma Theta, which meets in members' rooms. There are 52 colored girls at K.U. Negroes hold the University in high respect. The whole tradition of the State is pro-Negro. The first battles of the border warfare between slave holders from Missouri and Free-Soilers in Kansas were fought at Lawrence. The Free-Soilers finally won out and their victory quickened the coming of the Civil War.





Girls who board out, either because they can't or don't want to live in sorority houses and dormitories, room in college-approved houses near "The Hill." Three or four of them get together, take a room or a dressed-up attic, eat at the campus lunchrooms. This pine-paneled attic is one of the swankiest in town.

Many hope to find a husband on "The Hill"



THERE ARE ALSO BOYS AT K. U.

An increasing number of K. U. girls study science, work diligently in the physics and chemistry laboratories. Some labs in the University, however, are equipped not with test tubes and Bunsen burners but with stoves, iceboxes, babies' bathtubs and play pens. In the crowded room on the opposite page, students are observing an important demonstration: a mother is showing how to dress a child.

Since 1930, K. U. girls have exhibited growing interest in becoming nurses, doctors, journalists, decorators. But courses in home economics are still popular. No K. U. girl fools herself about what she really wants to do after graduation. She wants to get married and settle down. K. U. is a fine place to start a marriage.

When the University opened in 1866, there were almost as many girls as boys enrolled—26 girls, 29 boys. Today there are 1,500 girls and 4,000 boys. The social interest of most K. U. girls is pointed at K. U. boys and vice versa. Social activity is by no means restricted to sororities. There are regular dances for all students. When there are no dances, the boys and girls have dates at the movie houses, spend long and cheap evenings "coking" or chewing hamburgers, dancing to the "juke boxes" (automatic phonographs). This year students came back to Lawrence to find that juke boxes could be played from booths by remote control. They consider this the most important technical advance to reach the campus this year. Favorite idle night's entertainment in girls' houses is trying on each other's dresses, bartering clothes, experimenting with beauty treatments.

K. U. girls marry more quickly than the Eastern college girls. Most of those who marry are wedded within three years after graduation. A great many matches have their beginnings on "The Hill," as the campus is called. Marriages made in K. U., like those made in heaven, last a lot better than others. A survey made a few years ago showed that while there was one divorce for every five marriages made in the State of Kansas, there was only one divorce for every hundred marriages between a K. U. boy and a K. U. girl.

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Eton collars are the fad this year at Theta. Girls of a sorority always manage to adopt one peculiarity of dress or make-up which distinguishes them from other sorority girls.

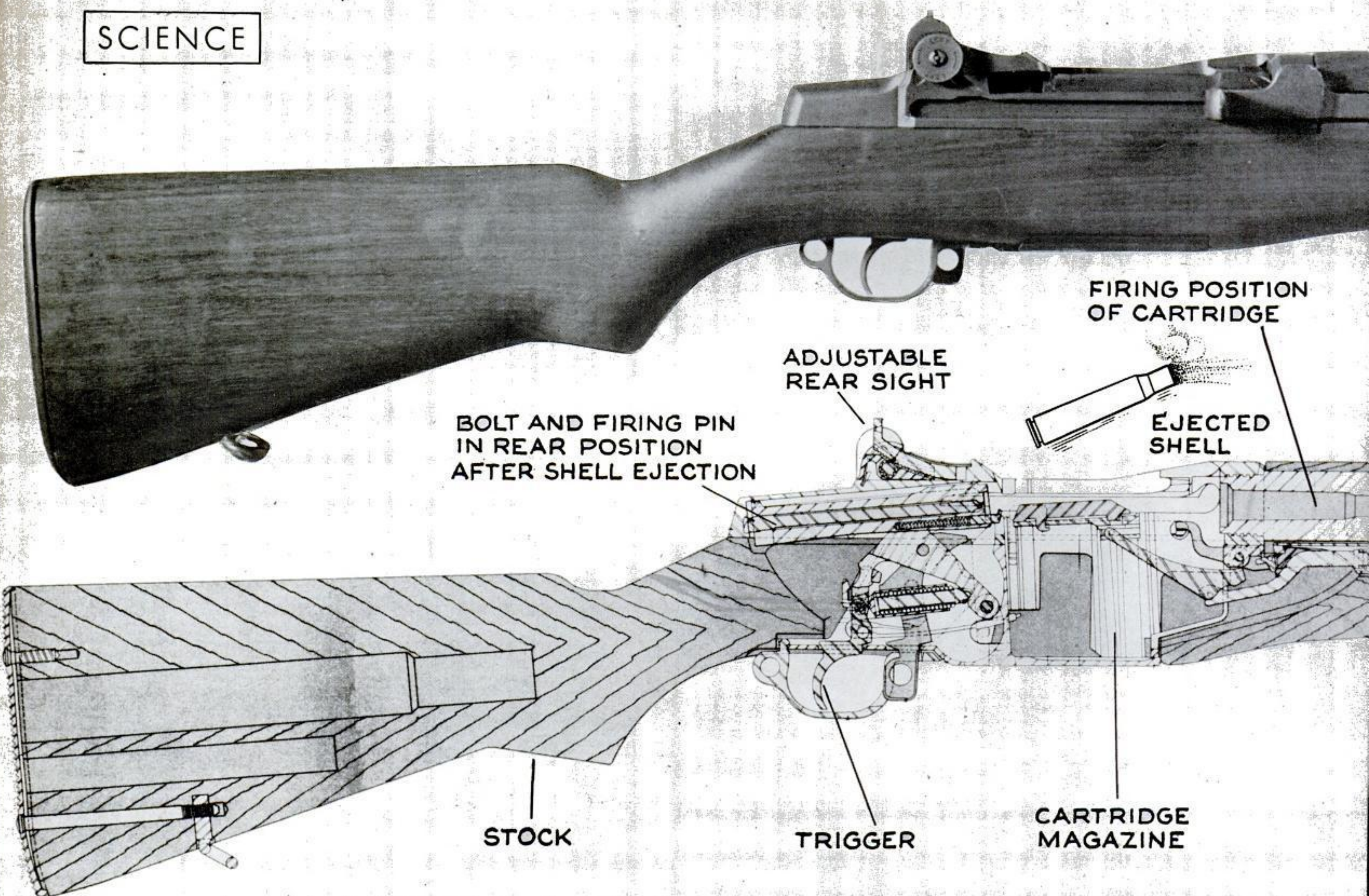


Dress auctions are held whenever a girl wants to get rid of some clothes. This is a Theta auction. The girl on the floor is wondering if the cold cream is worth bidding for.

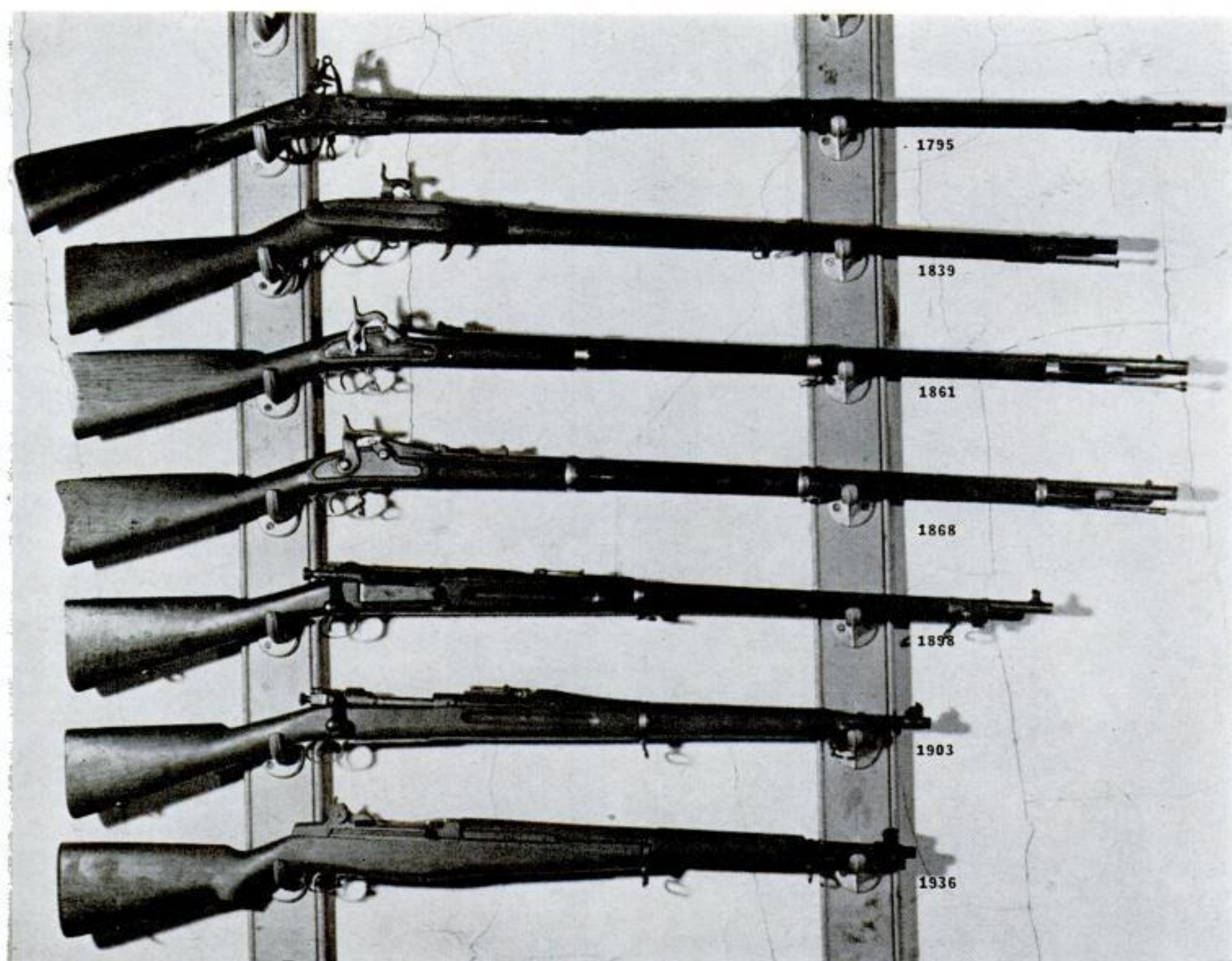


White sweatshirt cardigans are the Gamma Phi Beta's fad this year. One of the Gamma Phis got the campus cardigan agency, so her sisters loyally bought cardigans from her.





GARAND RIFLE WORKS ON PRINCIPLE OF OLDTIME LEWIS MACHINE GUN. AS BULLET LEAVES MUZZLE, GAS FROM EXPLODED POWDER ENTERS LOWER CYLINDER THROUGH HOLE



This historical display of U. S. Army rifles begins at top with a muzzle-loading flintlock of 1795, similar to those of the Revolution and used as late as the Mexican War. Next is a Hall rifle of 1839, the Army's first breechloader, fired by cap. Army conservatives backslid to a muzzle-loader

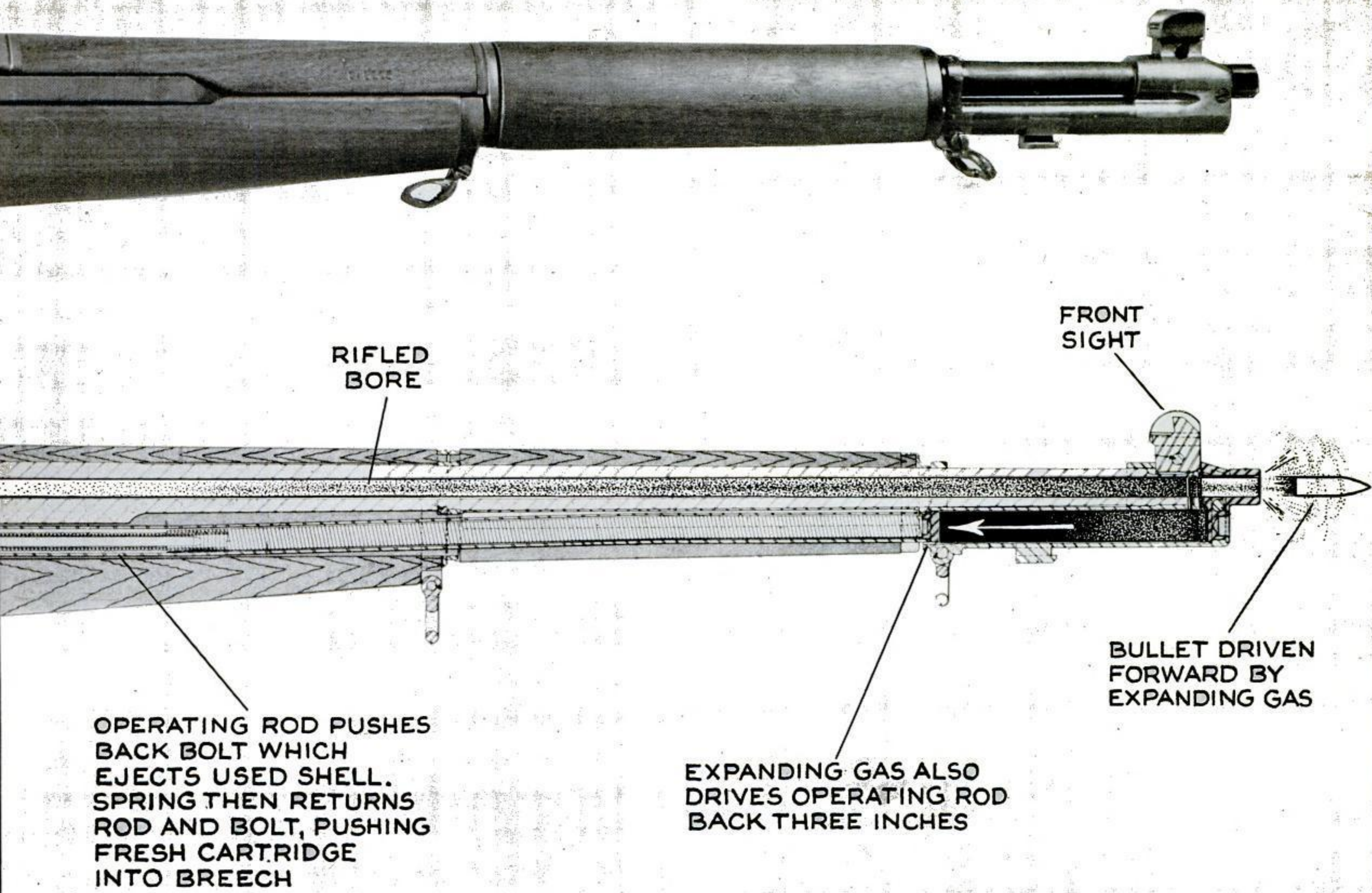
(1861), which was used during most of the Civil War. The 1868 breechloader substituted a metallic cartridge for loose powder & ball. The famed Krag-Jorgensen (1898) of the Spanish-American War was the first standardized magazine rifle. Last are Springfield (1903) and the new Garand.

U. S. ARMY HAS

National Guard gets its first

In January 1936 the U. S. Army adopted the finest standard military rifle in the world (above), the only semi-automatic rifle used by any army. Called "U. S. Rifle, Caliber .30, M1" by the Army, it is popularly known as the Garand after its inventor, John C. Garand (right). Because it is expensive and its complexity makes it difficult to manufacture, less than half of the regular Army riflemen have been equipped with the Garand. Last fortnight marked a long step toward its use as standard equipment when it was first issued in quantity to selected units of the National Guard, recently engaged in an extra week of field training. An order for 65,000 Garands at \$100 apiece has gone to Winchester Repeating Arms Co., and the Government's Springfield Armory is producing about 100 a day.

It is natural and appropriate that America should have the world's best rifle. Only a rich nation could afford so expensive a weapon. And the rifle has traditionally been the American's No. 1 weapon, in war and peace. America's pioneers relied on their flintlocks for both food and protection. Even today, with a permanent closed season on Indians and a diminishing supply of game, several million American farmers and sportsmen still own rifles. The American's handiness with a gun, plus his aptitude for individual fighting, make the rifle



AT END OF BARREL AND DRIVES BACK ROD WHICH UNLOCKS AND PUSHES BACK BOLT. BOLT EJECTS EMPTY CARTRIDGE AND PUSHES FRESH ONE INTO BREECH ON SPRING-BACK

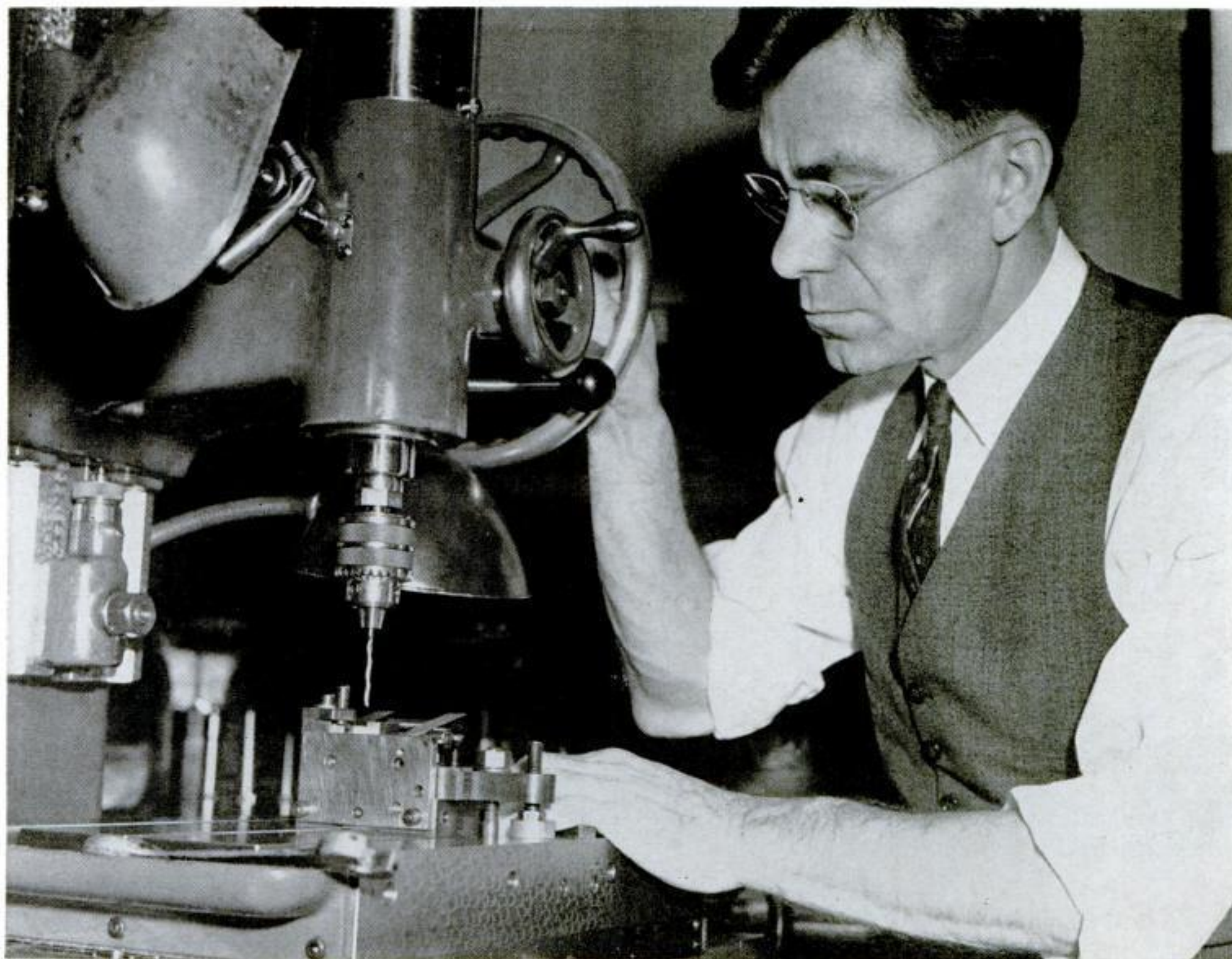
FINEST RIFLE

supply of new semi-automatics

even more important to the U. S. Army than to others.

The prime requisite of a rifle in modern warfare is accurate rapid fire. The Springfield, the Army's standard rifle from 1903 to 1936, loads a clip of only five cartridges and has a hand-operated bolt which must be worked between each shot. Only an expert can fire as many as 20 aimed shots per minute. With the Garand, where all he has to do is keep pulling the trigger and reload after every eight shots, an ordinary rifleman can fire 30 aimed shots per minute and experts have fired up to 100. Since the Garand's "kick" is much less than the Springfield's, shoulders do not get sore so soon, flinching is lessened, and the rifleman can keep firing much longer and more accurately. The big problem of the Garand is ammunition supply.

By 1941 America's entire first-line land defense force—both the regular Army and the National Guard—should be equipped with Garands. What that means, basically, is that if war comes each U. S. rifleman will be able to deliver, with superior accuracy and endurance, from two to five times the volume of fire which can now be delivered by any possible foe. After their first test, National Guard officers estimated that theoretically an entire regiment trapped in open country could be wiped out by 36 Garand rifle men in exactly one minute.



John C. Garand, 51, inventor of the Army's new rifle, is a French-Canadian whose family moved to Connecticut before he was 12. He worked in machine shops, spent nights in shooting galleries run by his father and brothers. He developed his rifle at Springfield Armory, where he has

worked for 20 years, now earns about \$5,000 a year. When told last fortnight that in his rifle's first National Guard test, twelve marksmen had scored 402 hits in one minute on a target 200 yards away, Inventor Garand remarked: "They should have done better. But the rifle was new to them."

Garand rifle (continued)



The Garand's cartridge clip holds eight cartridges, against the Springfield's five. To speed reloading, the bolt stays open after last shot of the clip is fired.

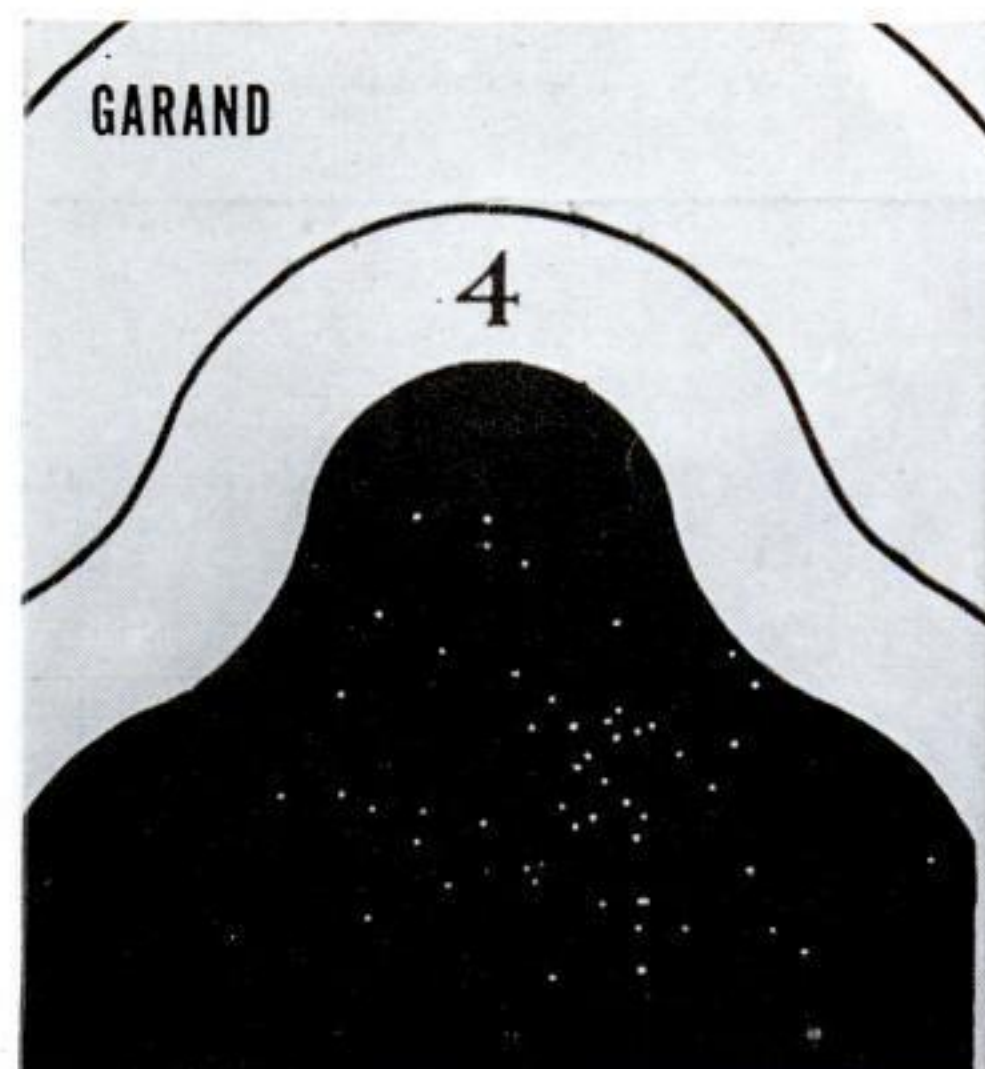


Empty cartridge case here flies by the marksman's hat. For an idea of the Garand's firing speed, note that the bolt is closed, with a fresh cartridge in place, while the cartridge case is still in air.

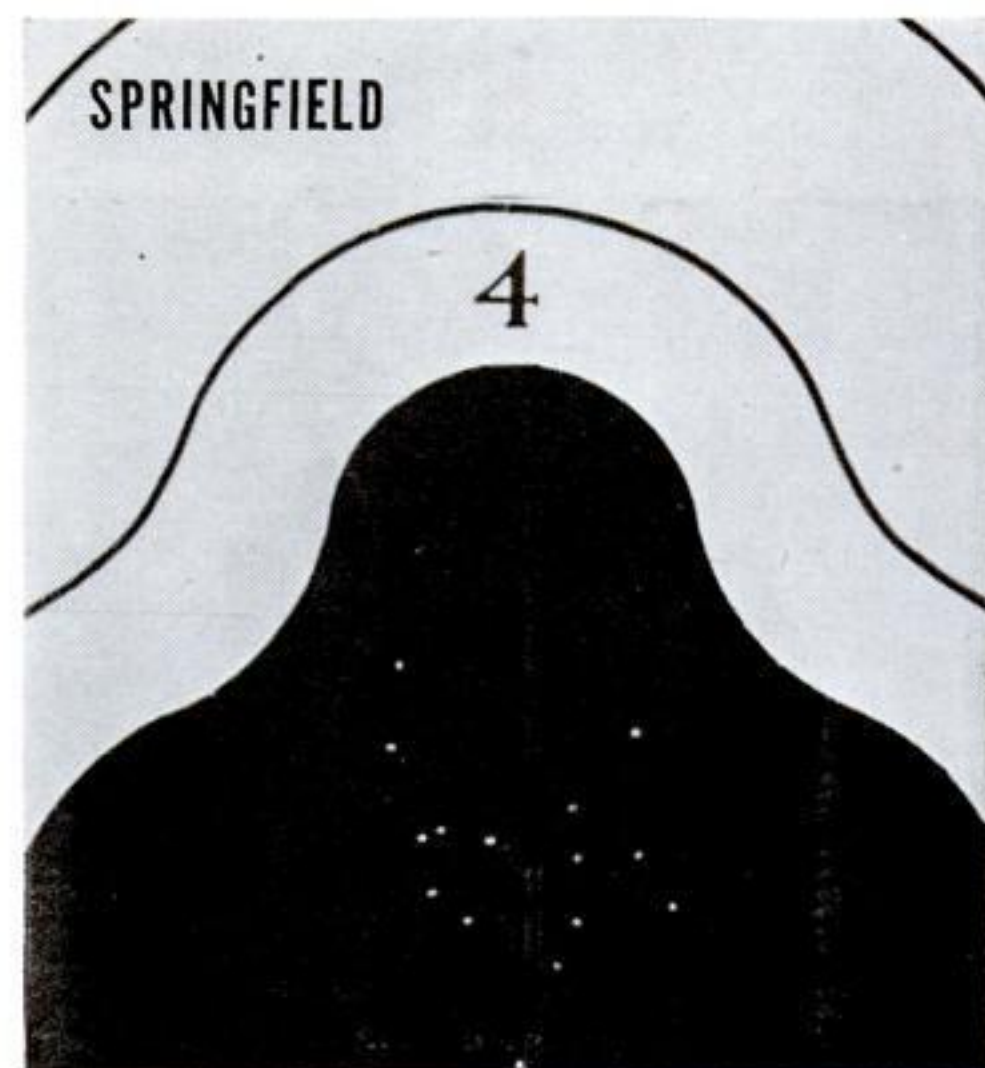


Garand and Springfield rifles are tested side by side. After each shot, Springfield marksman (*foreground*) must swing

his gun off target to work bolt, while the Garand marksman holds aim. For results of this test, see targets at right.



54 hits in black on standard target at 200 yd. in one minute was record of Garand marksman, a National Guardsman.



15 hits in one minute was the best that his 107th Regiment teammate could do with Springfield. Target represents man.

Waterman's announces a Sensational New Pen!

Waterman's Hundred Year Pen

GUARANTEED FOR A CENTURY

4 Jewel-like Colors:
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FOREST GREEN
NAVY BLUE



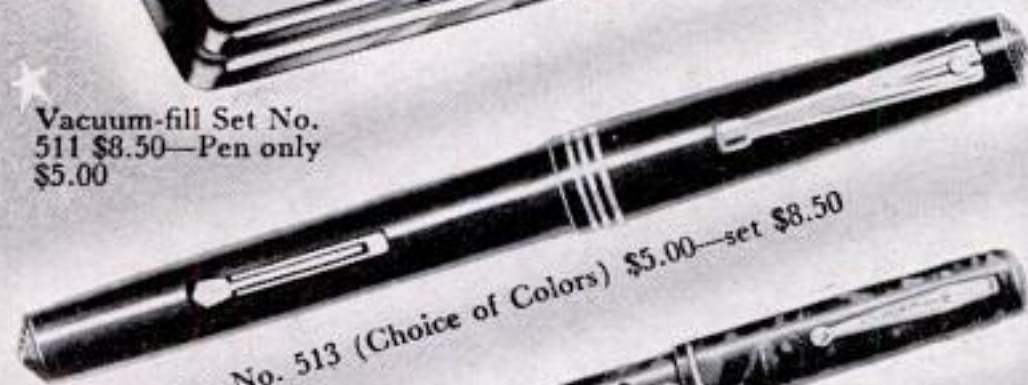
Why the New Waterman's HUNDRED YEAR PEN Can Be Guaranteed for a Century

Waterman's new Hundred Year Pen is made of one of the most amazing materials ever conceived. Time or use can never dim its jewel-like luster, it can never break, warp, shrink or twist. Furthermore, our 55 years experience in quality pen making assures you that every writing feature of this new pen is the finest that can be made. No wonder the new Waterman's Hundred Year Pen guarantees you a Century of writing satisfaction!

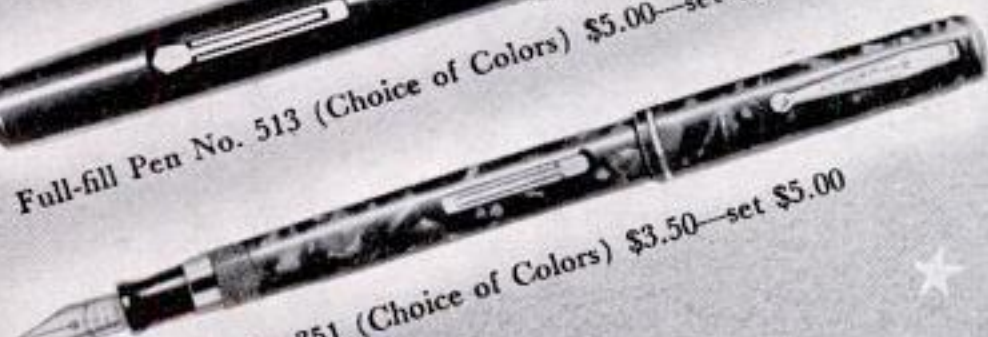
• You're looking at the sweetest-writing, sweetest-looking pen that ever touched paper. Made of a wonderful new material, its colors gleam with jewel-like translucence. Created by John Vassos, famous designer, its sweeping lines set a new high in modern pen styling. As for writing comfort, the new scientific balance of Waterman's Hundred Year Pen makes even signing checks a pleasure! Like all Waterman's, the new Hundred Year Pen is a *quality* pen— / with more gold in its point than in many a pen of far higher price. And speaking of price—the new Waterman's Hundred Year Pen costs only \$8.50—only \$12.25 for set with matching pencil. See your dealer today. • If your dealer cannot supply you, write L. E. Waterman Co., Newark, N. J., giving his name and listing the color of pen or set that you desire. We will supply you through him.



Vacuum-fill Set No. 511 \$8.50—Pen only \$5.00



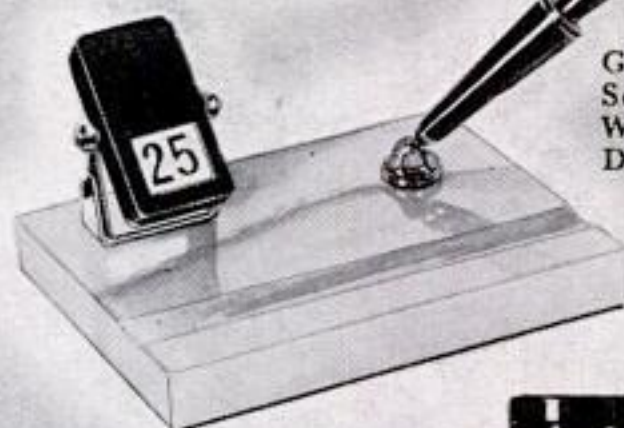
Full-fill Pen No. 513 (Choice of Colors) \$5.00—set \$8.50



Full-fill Pen No. 351 (Choice of Colors) \$3.50—set \$5.00



Black Carrara Desk Set No. 337-321 With Waterman's Desk Pen \$5.00



Genuine Onyx Desk Set No. 384-421 With Waterman's Desk Pen \$15.00



De Luxe Lady Patricia Vacuum-fill Set No. 651V \$10.00—Pen only \$6.50



Lady Patricia, Vacuum-fill pen No. 512 (Color Choice) \$5.00—set \$8.00



Full-fill Pen No. 351V (Color Choice) \$3.50—set \$5.00

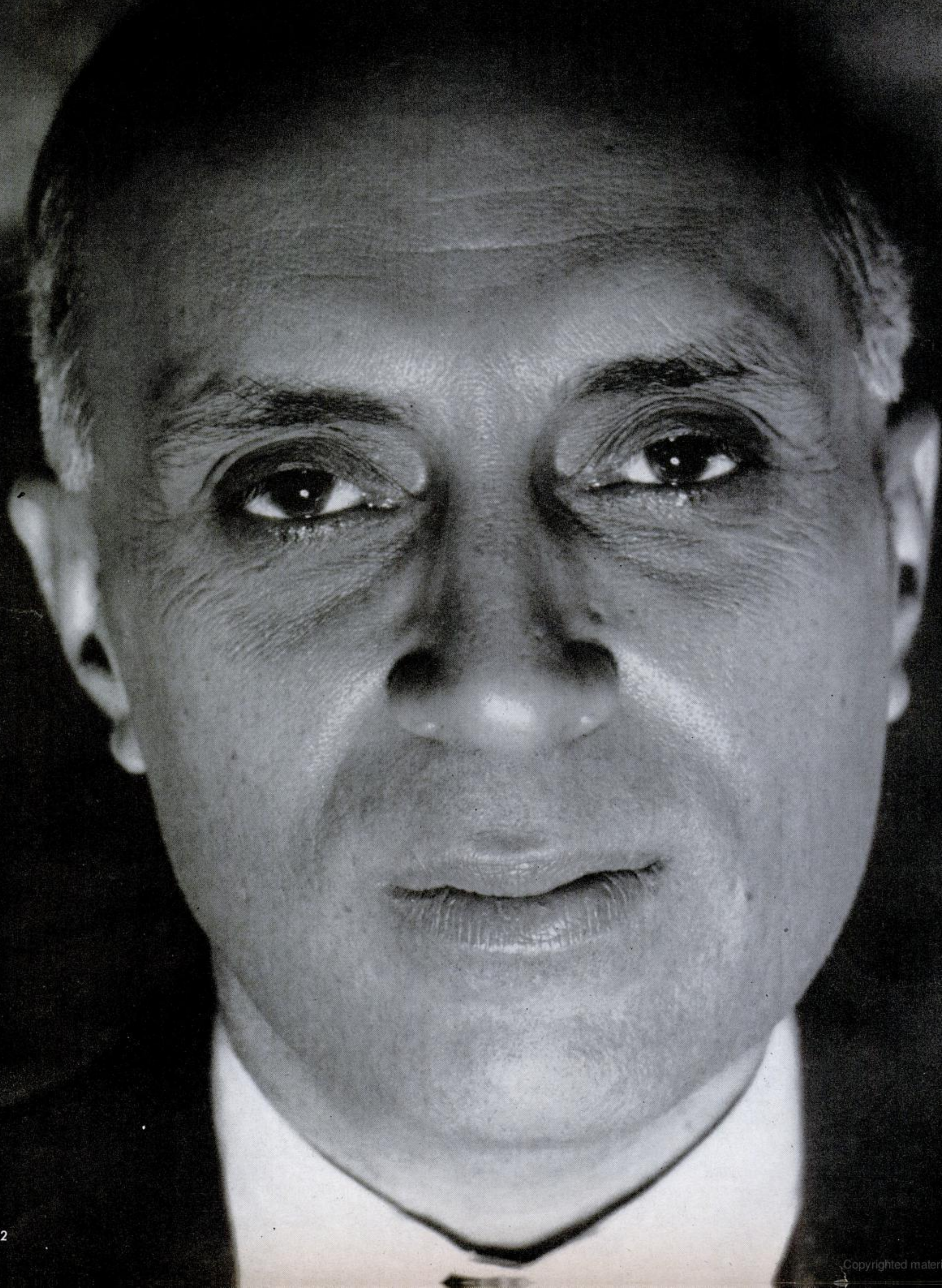
Waterman's Ink
Resists Air, Water,
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Handy "Tip-Fill"
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★ THE FIRST AND LAST WORD IN FOUNTAIN PENS ★

CLOSE-UP



Met Jawaharlal Nehru. This accomplished and sensitive Indian with the jawbreaking name is potentially one of the most powerful men alive. On his word largely depends the attitude of 350,000,000 Indians to the British Empire and the second world war. Nehru is several things. He is an Indian revolutionary educated at Harrow and Cambridge. He is the son of a distinguished family of Kashmiri Brahmins, which—transposing into American—means the son of Lowells or Roosevelts. He is a seven-time jailbird. He is a discriminating and subtle-minded individualist who makes socialism the core of his faith. And he is the inevitable successor to Mr. Gandhi, the venerable Mahatma, as leader of the Indian nationalist movement.

India's Nehru—and Nehru's India—bear a pressing relation to the contemporary world crisis. This second world war has several dimensions. It is a struggle not merely in the linear field of power politics but in the space-time of ideologies. The joke is that when the Russo-German pact was signed all the "isms" became "wasms." But the fact remains that the British and French are fighting, among other

things, for a very genuine "ism," the liberalism of democratic institutions, against the fascism of a totalitarian state. Yet, while the British fight for democracy in Europe, they deny full democracy to 350,000,000 Indians who want freedom. Everyone knows how exceptionally difficult it is for the Allies to state their war aims. But India should be a test case for war aims when the time comes for stating them.

The dominant figure of nationalist India, now that the magnificent old Mahatma is 70 and almost senile, is Jawaharlal Nehru. But it is difficult to understand Nehru without some conception of the Indian background. Bend your mind to that colossal and complex subcontinent, home to one-fifth the human race. Maharajas bursting with sub-royal splendor; poverty, grisly and unspeakable; the hot nights in Calcutta and the black servants sleeping, line by line, on the pavement, waiting for their white masters; Pathan tribesmen from the Kipling country and squat little fakirs from the Himalayas; the stench of roasting flesh at Benares and the cool beauty of the Delhi tombs; children with rings in their noses and children becoming

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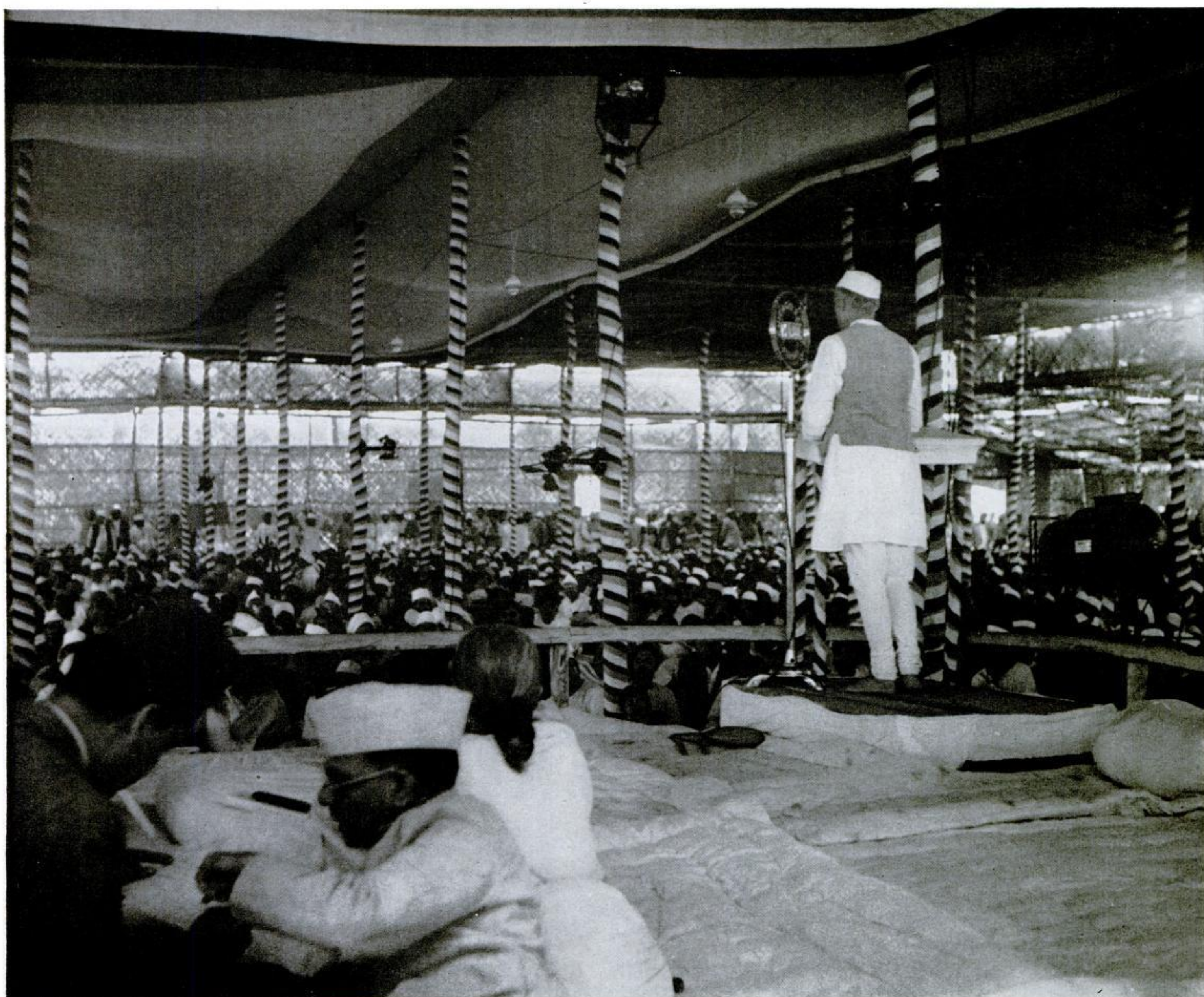
NEHRU OF INDIA

GANDHI'S ARISTOCRATIC FRIEND

LEADS INDIA'S WRETCHED MASSES

IN STRUGGLE FOR INDEPENDENCE

by JOHN and FRANCES GUNTHER



At the All-India Congress meeting at Tripuri last March, Nehru, who has been Congress president three times, spoke through a microphone to some of the 150,000 delegates.

Behind him, squatting on cotton-padded mats, were other Congress leaders. The enormous tent was kept cool by electric fans, and strips of green, orange and white Indian

nationalist colors decorated the tentpoles. As the India of Indians has no definite capital, Congress meetings shift from place to place, are generally held in remote villages.

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NEHRU (continued)

parents at 10 or 12; multitudinous religious fissures; black-clad widows, who can never remarry; Hindus who would die before drinking water with a Moslem and Moslems who would die before taking water from a Hindu; religious ceremonies based on cow manure; a magnificent national heritage and slums in Cawnpore that make the brain rock; pure, noble intellects like Tagore and Bose and human beings who worship pigeons, peacocks, cobras, rats; the tremendous physical variety of desert, jungle, scalding heat, the coldest mountains in the world and monsoons that dump billions of tons of water on streets blanched by heat.

Nehru—better say Jawaharlal, because everyone in India calls him simply Jawaharlal—detests the medievalism of much of his country. Almost the most interesting thing about him is the exceptionally modern quality of his mind. He is steeped in the rationalism of the 20th Century. One of his tasks, difficult to the point of heartbreak, is to face the inordinate backwardness of India, its clashes of myth and superstition, and bring it to the contemporary world. He fights not only the British. He fights the entrenched ritualism of his own people. He is an agnostic, a rationalist, a reformer.

Yet he is not arid like most intellectual aristocrats and reformers. When he was last in England, he met the Archbishop of Canterbury. Afterwards the Archbishop is reported to have said: "Such a pleasant and agreeable gentleman! Who would imagine that he could shake up a continent!"

Guiding spirit of Congress Party

Politically Nehru holds no job at present, except that he is a member of the Working Committee of the Indian National Congress. But for ten years he was secretary general of the Congress, and he is the only man who has ever been its president three times. He could be president again any time he wished. The Indian National Congress is not a political party in the American sense. It is the mass organization of Indians who want emancipation from Britain, who want not merely dominion status but complete independence. It is analogous to the independence movement among the American Colonies before 1776. Though it is predominantly Hindu, it includes Indians of various creeds and political complexion, and is overwhelmingly the most important political organization in India. Its Working Committee, of which Nehru is the guiding spirit now that Mr. Gandhi has become so old, is the executive force of Indian nationalism. The Congress controls eight of the eleven provinces of British India.

His father, Motilal, famous lawyer and one of India's richest men, was a blueblooded Kashmiri Brahman. Father and son disagreed in politics until father swung over to son's socialist political views.



Jawaharlal Nehru was born in Allahabad on Nov. 14, 1889, of a high-caste Brahman family that originated in Kashmir, and members of which served the last Moguls in various capacities. His father, Motilal Nehru, was a great figure, one of the most distinguished and powerful lawyers in India, a rich and respected friend of the British. Motilal built a tremendous house at Allahabad and the family had every advantage of wealth and culture. As a boy, Nehru came strongly under British influence and indeed, to this day, he seems in some respects almost more English than Indian. He was brought up on Walter Scott and Dickens. He had an English tutor from his earliest days. He went to Harrow, and Cambridge probably affected him more deeply than Allahabad. He still speaks his own language, Hindustani, a trifle haltingly. But he speaks—and writes—English in a style which hardly a dozen men alive can match.

He is shocked to see his country

When Nehru returned to India, at 23, he was plunged into politics almost at once. He couldn't have avoided politics anyway, since his father was a dominant political figure. He met Gandhi and was deeply shocked by the tragic incident of Amritsar, when General Dyer ordered his troops to fire on a crowd of Indians, killing and wounding hundreds. This blot on England's record of humane rule was as widely regretted in England as in India. But shortly thereafter on a trip to Delhi, Nehru took the last upper berth on a sleeping car and awoke to find himself in a car full of British officers. Lying in his berth, he heard General Dyer boasting how he forced the Indians to crawl into Amritsar on their bellies, how he felt like burning the city to the ground but took pity on it. "I was greatly shocked," Nehru writes, "to hear his conversation and to observe his callous manner. He descended at Delhi station in pyjamas with bright pink stripes, and a dressing gown."

Nehru began to travel. Wealthy, cultivated, but-tressed with every comfort as he had been all his life, he was appalled by his first real look at his native land. He saw his people so poor that they worked for 8¢ a day, so hungry and sick that they lived an average of only 25 years, so yoked by the Hindu religion that they bowed down before cows and shunned their fellow men as untouchable. Like Buddha, he gave up everything he had known in life to explore both his own mind and the abysmal miseries of the humble. He writes of an early visit to the peasants:

CONTINUED ON PAGE 36

His wife, Kamala, also a Kashmiri blueblood, died in 1936 in Switzerland while Nehru was serving one of his seven jail sentences in India. Kamala had also been jailed for her nationalist beliefs.





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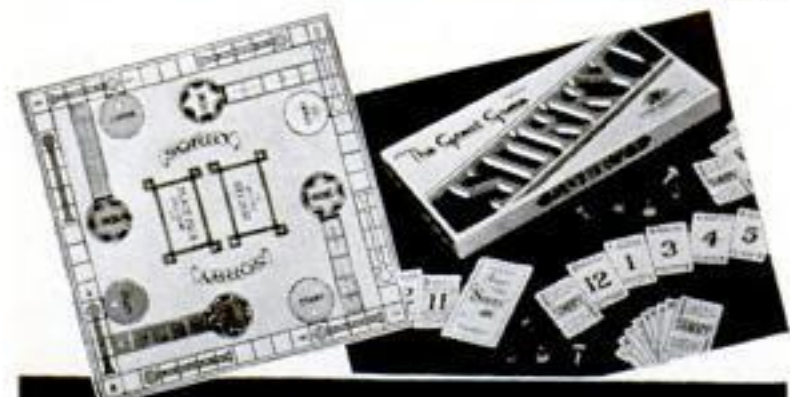
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Gandhi and Nehru, while different in temperament, are fast friends. Nehru has more faith in socialism and less faith in non-violence as a political weapon than Gandhi. But now that Gandhi is 70, Nehru, just 50, is taking over as nationalist leader.

NEHRU (continued)

"They showered their affection on us and looked on us with loving and hopeful eyes, as if we were the bearers of good tidings, the guides who were to lead them to the promised land. Looking at them and their misery and overflowing gratitude, I was filled with shame and sorrow, shame at my own easygoing and comfortable life and our petty politics of the city which ignored this vast multitude of semi-naked sons and daughters of India, sorrow at the degradation and overwhelming poverty of India. A new picture of India seemed to rise before me, naked, starving, crushed, and utterly miserable."

Nehru joined Gandhi's civil disobedience and in 1921, along with hundreds of others who fought for the honor of being arrested, he went to jail. Between 1921 and 1934 Nehru spent five and a half years in jail in seven terms. Most of the time he was well treated but once he was handcuffed to a fellow prisoner for 24 hours in a hovel of a prison where rats crawled over his face as he slept. Confinement marked and pitted him deeply. He became more sensitive, more ingrown. But jail also gave him time to think, to develop his political philosophy. He saw that the Indian struggle had more than merely nationalist elements. He became convinced that imperialism was the basic enemy and that since British imperialism was a capitalist growth, he must attack capitalism too. He felt that British imperialism rested on economic as well as political exploitation. Therefore, to attack the British logically, he must be a socialist as well as a simple nationalist revolutionary. This is the root of Nehru's creed.

Though he is a socialist, he is emphatically not a communist. He wrote once: "I am not a communist chiefly because I resist the communist tendency to treat communism as holy doctrine; I do not like being told what to think and do. I feel also that too much violence is associated with communist methods. The ends cannot be separated from the means."

Story of a father and son

The relation between Jawaharlal and his father Motilal is a fascinating psychological study. It is glowingly described in Nehru's autobiography, which is soon to be published in America. Jawaharlal was an exceptionally sensitive young man; Motilal was massive and overbearing. At first Motilal was greatly troubled by his son's strong nationalism and tried to win him back to moderation. But slowly, steadily the son won the father over. Then one night Jawaharlal discovered Motilal sleeping on the floor of his luxurious home, to understand what jail would be like for his son. When civil disobedience began in the early 1920's, Motilal, with his tremendous prestige among British and Indians alike, was the lion of the movement. Presently father and son went to jail together.

Between jail sentences, his political career steadily advanced. Gandhi had great influence on him, especially through his development of the theory and practice of passive resistance. This seemed to Nehru a wonderfully noble doctrine, though now he does not feel that it is enough. Gradually he became Gandhi's indispensable second in command. He wrote, talked, traveled, organized. As secretary of the National Congress uninterruptedly for a decade, he helped shape that body into a competent organism. He came out for complete independence from Britain, not merely dominion status. This year he wrote the Congress "War Statement," protesting against the British declaration which bound India to the war without consulting Indian opinion.

Nehru was 50 this year. He is an extraordinarily handsome and magnetic figure. He is known to millions of Indians who have heard him speak from the remote forests of Assam to industrial slums

CONTINUED ON PAGE 38



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In the waters of the Ganges, sacred to Hindus, Nehru takes an occasional sacramental dip, although he is personally an agnostic. For his political work Nehru receives no pay, earns a little from writing, has given most of his family fortune to his cause.

NEHRU (continued)

south of Bombay. People call him *Bharat Ka Hriday Samrat*, Lord of India's Heart. On the other hand, he is distinctly not a man of the crowd. He is diffident in most human relationships, with a hatred of effusion. People must come a long way toward him, before he will budge an inch. He hates backslapping, he hates demagoguery. He has a horror of vulgarity, intellectual or otherwise.

Nehru's chief weakness derives from this. His predisposition to doubt, his fastidiousness and hatred of dogmatism, his hatred of hurly-burly, make him a bad politician sometimes. But his strength in various fields counterbalances this. He is an admirable organizer and administrator. Most of his time this year went to the National Planning Committee, of which he is chairman. He has energy beyond that of most men, tremendous devotion to his cause, extreme intelligence, modesty, charm and honesty. His personal and political integrity have never been shaken.

Nehru lives—when he isn't traveling across India and back—in a house in Allahabad called the *Anand Bhawan*. This is near his father's old house, which Motilal gave to the movement and which is Congress headquarters. Nehru is a widower. His wife, who fought beside him in the civil disobedience campaigns, died after long years of ill health. He was released from his last imprisonment in order to visit her. She had been in prison too. Their only child, a 21-year-old daughter named Indira, goes to school in England. Nehru's two sisters are both active in politics. One, Mrs. Pandit, who was called "Samp" ("the Beautiful One") in her youth, is Minister for Local Self-Government and Health in the United Provinces—the first woman of India to become a Cabinet minister.

Nehru is much more normal in his personal life and attitudes than Gandhi. The Kashmiris are often meat eaters, and though he does not eat meat as a rule, he has none of Gandhi's religious horror of it. He smokes occasionally; when he is outside India he may even drink a little. He loves winter sports and swimming. He has little interest in money, so long as he has enough for books, travel and party work. His travels, like Gandhi's, have been epochal. In 1936-37 he traveled 110,000 miles in 22 months, making several speeches per day. Once he spoke 150 times in one week.

The single thing he likes best in the world, next to India, is probably English poetry. In his writings he quotes verse incessantly. After poetry, he likes mountains, glaciers, children, running water and almost all animals. The things he dislikes most are "exploitation, cruelty, and people who, in the name of God, truth, and the public good, are busy feathering their own nests"—that is, most politicians. He has no personal rancor toward the British. On every holiday, he heads straight for England, and many British are his warm friends.

"Oh Jewel of India, what time is it?"

Nehru is not a messiah, like Gandhi, although India, out of its wretchedness, tends to make messiahs of all its leaders. Any messianic feeling would have been quickly scotched by his wife and daughter who took to calling him around the home by the names the people used: "Oh Jewel of India, what time is it?" or "Oh Embodiment of Sacrifice, please pass the bread." Gandhi is a strange combination of very modern ideas and medieval prejudices. He is against Untouchability but in favor of the caste system. He nearly let his son die rather than allow the doctors to give him eggs or chicken broth, animal products proscribed to Hindus. Nehru is completely modern, years and centuries ahead of his people. In a land where religion is everything, he is an agnostic. He is a towering intellect, who spent part of his time in prison writing a history of

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the world for his daughter in 1,569 pages and whose autobiography is an Indian *Education of Henry Adams*. "I have become a queer mixture of the East and West," he says, "out of place everywhere, at home nowhere."

The present political situation demands a word of background. India is ruled by terms of the Government of India Act, 1935. On top are the British Crown and Parliament, the India Office in London and the British Viceroy, who has power to rule by decree. India is divided into parts—British India, where Gandhi, Nehru and the Congress Party struggle for power with the British rulers, and Princely India, a collection of states ruled by the Maharajas, who owe allegiance to Britain but run their own realms as medieval autocrats. The India Act projected a federal structure for India, including the Princely States, but this is shelved on account of the war. In British India the Act established a comprehensive system of provincial autonomy, which came into operation in 1937. Elections, in which 14% of the people voted, put Indian governments into power in the eleven provinces of British India. Of these, the Congress controls eight. The only non-Congress governments are the Moslem areas of Bengal, Punjab, Sind. The Congress began the task of provincial government in eight-elevenths of British India. This was a tremendous evolution. It was the net result of Gandhi's great civil disobedience campaigns. The Congress governments had only restricted powers; yet their creation marked a real and substantial advance toward self-government.

India asks for independence

Came 1939 and the new world war. And immediately the Indian situation changed drastically. The Indians remembered the last great War, when they sent 1,215,000 men overseas, of whom more than 100,000 were casualties. As a result of that effort, Mr. Gandhi expected much greater concessions than he got. And ever since, Indians have said that they would not be victims of the same process again. They said that they would not assist Britain in a new war, they would not send men overseas, unless they were promised a more substantial reward, i.e., full independence. The 1935 Act gave India something, but it came after years of struggle against the gradualness of British policy. This time the Indians want more—at once.

The crisis began just before the war, when Indian troops were sent abroad for service in Singapore and Egypt. Then, in September, India became a belligerent by proclamation of the British Government, with Indians given no chance to say yes or no. The Government of India Act was quickly amended and the Viceroy assumed emergency powers. The British Government held that the war overrode every other consideration. But the Working Committee of Congress replied on Sept. 14 with a statement disassociating itself from the British declaration. This statement makes it clear that Congress condemns Fascist aggression and holds no brief for Germany. But the Committee goes on to demand that Britain state its war aims and peace aims. It insists that the issue of war or peace is one for the Indian people themselves to settle. It refuses point-blank to allow Indian resources to be exploited for "imperialist ends." The declaration of war was taken, it says, "without the consent of the Indian people. . . . The Working Committee must take the gravest view of these developments."

The Viceroy began a series of detailed consultations with the Indian leaders. He saw Mr. Gandhi, the leading Moslems, representatives of the Princes and the like. He saw Nehru and the left-wing Congressmen. He announced then a proposal for a consultative board of Indians to guide him in the conduct of the war. This panel was to have, however, only advisory powers. Obviously the British hoped for a settlement. They did not relish the prospect of India divided and disloyal. They had no enthusiasm for a possible civil

CONTINUED ON NEXT PAGE

With his daughter Indira, who is at school in England, Nehru attended a meeting in London in 1938 to raise funds for the first Indian medical unit sent to help the Chinese. Indira, now 21, has already been in jail in India for her nationalist politics.



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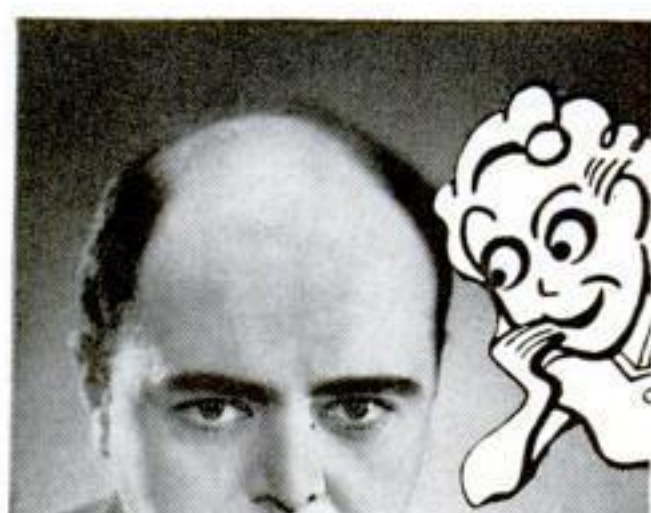
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NEHRU (continued)

war in India while fighting a world war against Germany. And many moderate Indians accepted the Viceroy's position. The Congress, however, did not do so. Members of Congress talked about the possibility of resuming civil disobedience, and the eight Congress governments—largely under Nehru's influence—resigned. Thus, overnight, the constitutional structure laboriously prepared during 15 years was shaken. The British governors were forced to revert to the old system of government by emergency powers.

An extreme statement of the Indian case, such as one that Nehru might make, would point out two things. It would ignore whatever good Britain has brought India and say, first, that every nation, including the Indian nation, has an inalienable right to be free; second, that the British remain in India by no right except the right of conquest. An analogy might be a Japanese occupation of the United States. Suppose that the United States should crumble into decay, and succumb to civil war between rival American States. Suppose then that the Japanese, residents of a distant island, should invade America, restore order, make treaties with various local authorities and maintain an armed occupation of the land, finally permitting the Americans a limited degree of local autonomy. Suppose that the Japanese flag flew in Washington, and that the Japanese viceroy were solely responsible for the conduct of foreign affairs, finance and law and order. Suppose that the Japanese milked America of its colossal industrial production and national income, and meantime starved education. Suppose, finally, it established swanky clubs which no American could enter, encouraged pro-Japanese puppets among disloyal Americans, and inflicted on America a stringently organized Japanese Civil Service. Then suppose the Japanese should become involved in a war with, say, Britain. Would the American subjects of Japan be loyal to Japan? Or would they not?

British policy in India can be phrased in a sentence. It is to give India certain advances toward self-government, with dominion status promised at an unnamed eventual date. The Indian nationalists' case may be stated as briefly. It is to get what it can now and hope for complete independence from Britain as soon as possible.

The case for India

A dialog between an Englishman and a nationalist Indian of the Nehru school might proceed as follows:

Englishman: We have brought you roads, irrigation, a great railway system, political unity, public health, the rule of law, stability and order.

Indian: That has nothing to do with the basic issue. The basic issue is that India is our country, *not* yours. We do not admit your right to do anything for us, whether it's good or bad. We do not admit the legitimacy of any of your claims. Perhaps you have brought reforms, but your reforms are fundamentally irrelevant to the basic fact that this is our country, not a British country, and that we do not want British rule.

Englishman: Without the British *raj*, India would collapse. Religious rivalry between Hindu and Moslem would split the country.

Indian: But it's you British, by suppressing education, who prevent the gradual development of good will among the religious communities. If the masses were educated, primitive religious animosities would disappear.

Englishman: We have done more for the education of the masses than you ever did.

Indian: Nevertheless, you have been here more than a hundred years, and India is still 86% illiterate.

Englishman: The Hindu-Moslem problem goes far deeper than education. Your own religious customs make education impossible. You will not permit boys and girls in the same primary schools. The idea of joint Hindu-Moslem schools is an impossibility.

Indian: But you yourself promote dissension between Hindu and Moslem in order to have a pretext for remaining here and imposing order. After all, there are 240,000,000 Hindus as against 77,000,000 Moslems. According to democratic principles, the wishes of the majority should be followed, but the Indian Congress is perfectly prepared to safeguard the rights of Moslems and of every other religious group. Many Congressmen are Moslems. We believe in equal rights for all Indians regardless of religion. Only the British strategy of divide and rule keeps the religious issue alive.

Englishman: If we left India, your country would be attacked, pillaged and taken over by someone else.

Indian: If so, this is true only because you have deliberately prevented us from having a genuine national army, for fear that it might turn against you. You have impoverished our people physically and economically, so that there appears to be no fighting spirit. But give us a decade or so, give us the opportunity to edu-

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take **666**

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cate, feed and train our people, so that our dormant national spirit may be liberated. Believe me, we can create—with 350,000,000 people to draw from—a national army that would be proof against any aggression.

Englishman: We have promised you dominion status. This is enough for Canadians and New Zealanders. Why should you want more?

Indian: Because we are Indians, not Anglo-Saxons like the residents of the other dominions.

Englishman: One reason why we cannot promise you full independence instead of mere dominion status is our treaty relationship to the Indian Princes. We are pledged to maintain these Princes in their limited sovereignty. They are not part of British India. We cannot risk the civil war that might follow complete liberation of India, if the Princes, whose territories cover 41% of India, should refuse co-operation with you.

Indian: The Princely States are feudal anachronisms. They have life-and-death powers over the people such as are found nowhere else in the modern world. We Indians are democrats. The people in the native states are our preoccupation, not their maharajas. Without British support, no maharaja could survive ten minutes. But there will be no question of civil war. The people themselves will only too eagerly and willingly co-operate with us to dispose of these ornamental anachronisms.

Englishman: We have a very large investment, perhaps £850,000,000 in India. We cannot risk losing it.

Indian: The Indian Congress doesn't intend to dishonor or repudiate any legitimate obligation. We hope British investments will remain in India; we think they would pay better dividends than before. If we improve the morale and health of our liberated country, its purchasing power should grow.

Englishman: You are not capable of self-government.

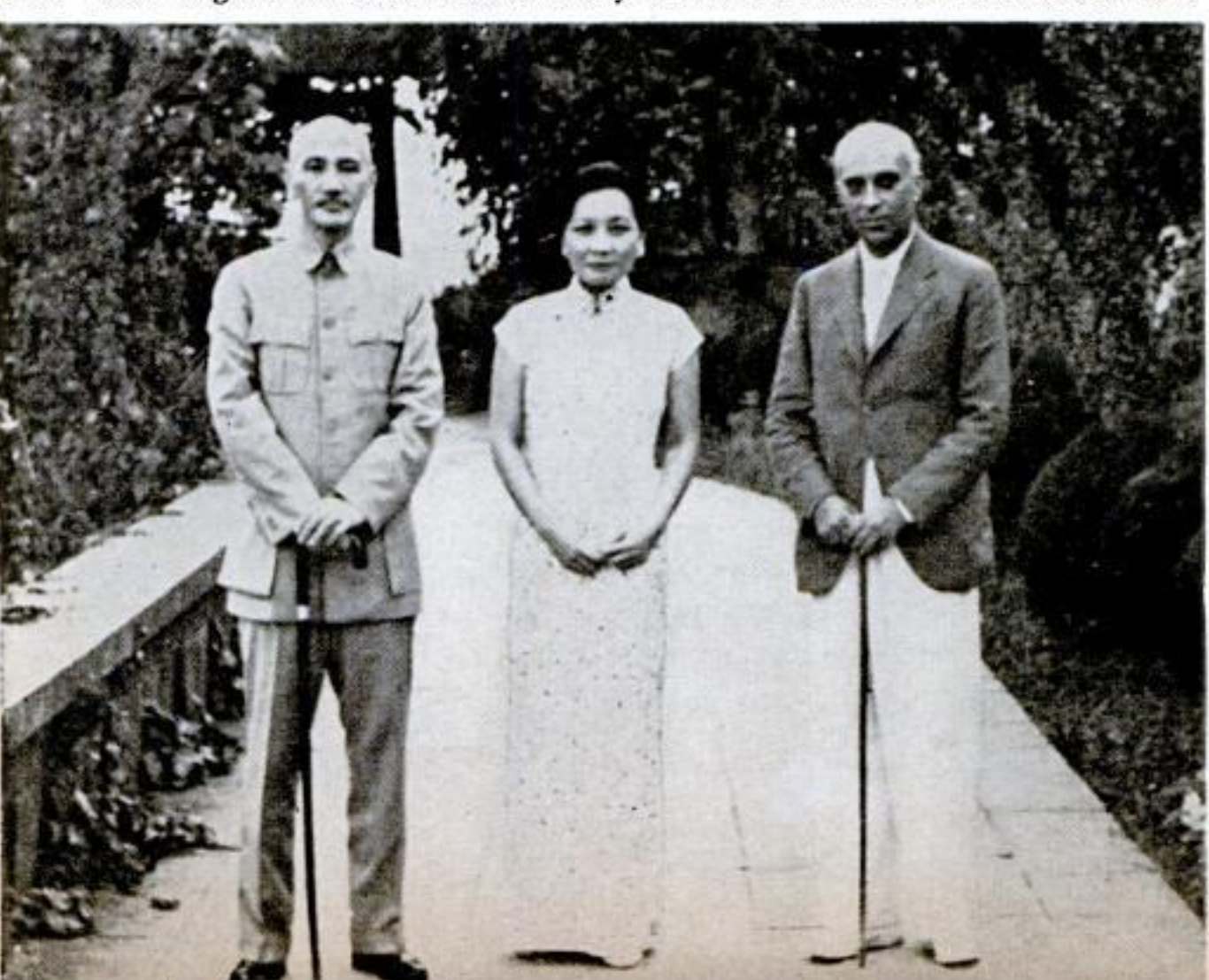
Indian: That remains to be seen. Anyway, we would prefer to govern ourselves badly, rather than be governed well by someone else.

In the summer of 1939, just before the declaration of war, Jawaharlal Nehru went to China for the first time. He visited Chiang Kai-shek in Chungking, and received the greatest official welcome ever given to a foreigner there. On the day of his arrival occurred a serious Japanese air raid. Chiang Kai-shek and Nehru were forced suddenly to retreat to an air-raid shelter. For hours they stayed there, as the bombing continued mercilessly. Nehru and Chiang liked each other and they talked about their respective problems with the utmost cordiality and frankness.

This is something for the British to think about. Should India ever become free, and India and China then pursue a policy of close collaboration, nearly half the population of the world would be working together. Such a great-Asia bloc might be a severe deterrent to all foreign interests and ambitions. It is another reason why the British watch the career of Jawaharlal Nehru with scrupulous attention.

Nehru's future contribution to Indian freedom depends on the war. If civil disobedience comes, the British will be forced to arrest every Congress leader. But the British will dislike heartily having to do anything of the kind, nor does Congress want to go to the extreme of civil disobedience. Compromise, however, is difficult. The nationalist Indians say that the issue of war or peace must be decided by the Indian people. They resent being forced to fight—for democracy—when even such limited democracy as they have won is taken away.

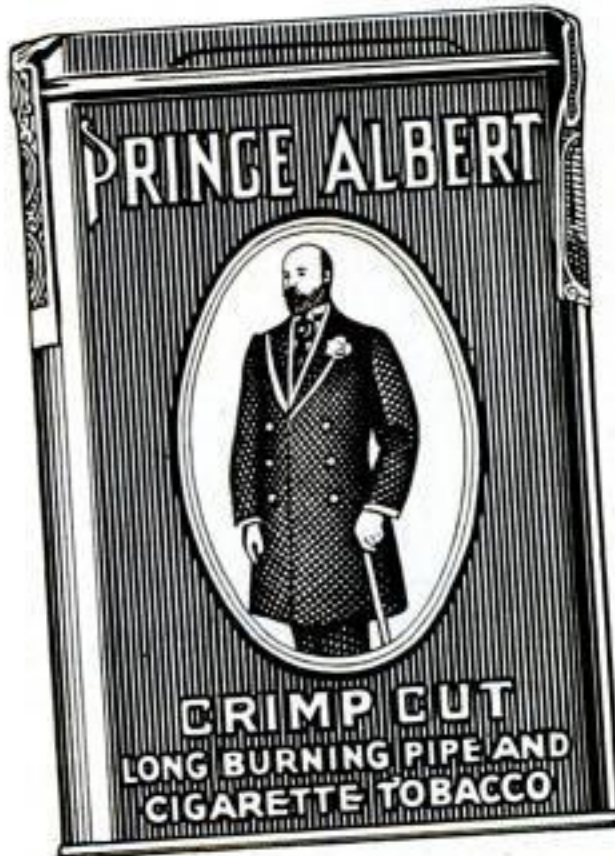
At Chungking, while paying his first visit to China as guest of Generalissimo and Madame Chiang Kai-shek recently (below), Nehru sat out a Japanese air raid with his host. Visit frightened British lest someday China and India form an Asiatic bloc.



IN RECENT LABORATORY "SMOKING BOWL" TESTS, PRINCE ALBERT BURNED

86 DEGREES COOLER

than the average of the 30 other of the largest-selling brands tested...coolest of all!



PIPE-SMOKERS get what they want in Prince Albert. That's why it's the world's largest-selling tobacco. Prince Albert's COOL burning assures your smoking pleasure—the rich taste and fragrance of those choice tobaccos is not destroyed by excess heat. That means REAL SMOKING COMFORT too—good news for any man's tongue! The "crimp cut" and "no-bite" treatment are also exclusive Prince Albert features. Enjoy them in your pipe today!

(Try P.A. in "makin's" papers too.)

50 pipefuls of fragrant tobacco in every handy tin of Prince Albert

Copyright, 1939, R. J. Reynolds Tob. Co., Winston-Salem, N. C.

"What do you look for first in a pipe Tobacco?" we inquired at a bowling match...



Prince Albert
THE NATIONAL JOY SMOKE



*"Could you fix me up with
a stack of Arrow Ties?"*

•When you give ties this Christmas, give *Arrow* Ties. They have patterns that all men like. They're cut to tie into perfect knots. They have a resilient lining that resists wrinkles. Get these fine ties at a nearby *Arrow* dealer's. Splendid values at \$1.00 and \$1.50

ARROW TIES
As Outstanding as Arrow Shirts

Made by Cluett, Peabody & Co., Inc.



GIRL SAVES BEST MAN! Yes, that's a nasty looking pimple, Joe. But kid sister has brought *Band-Aid*, that neat, ready-made bandage of gauze and adhesive. Useful for covering skin blemishes . . .

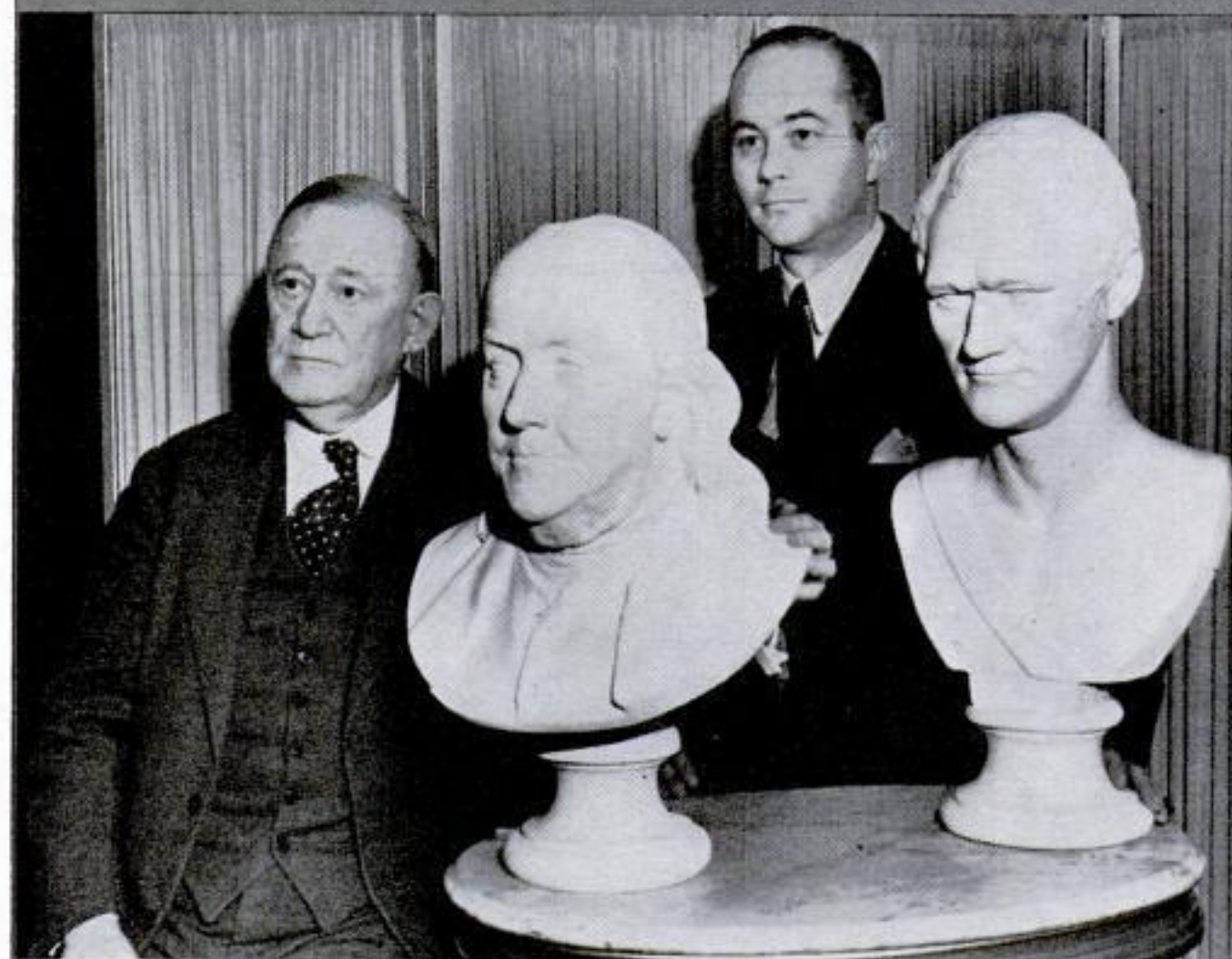
after proper treatment. So easy to stick on! . . . it *stays put*. Be sure you get the *genuine Band-Aid*. It's made only by Johnson & Johnson. Look for the Red Cross on the box.



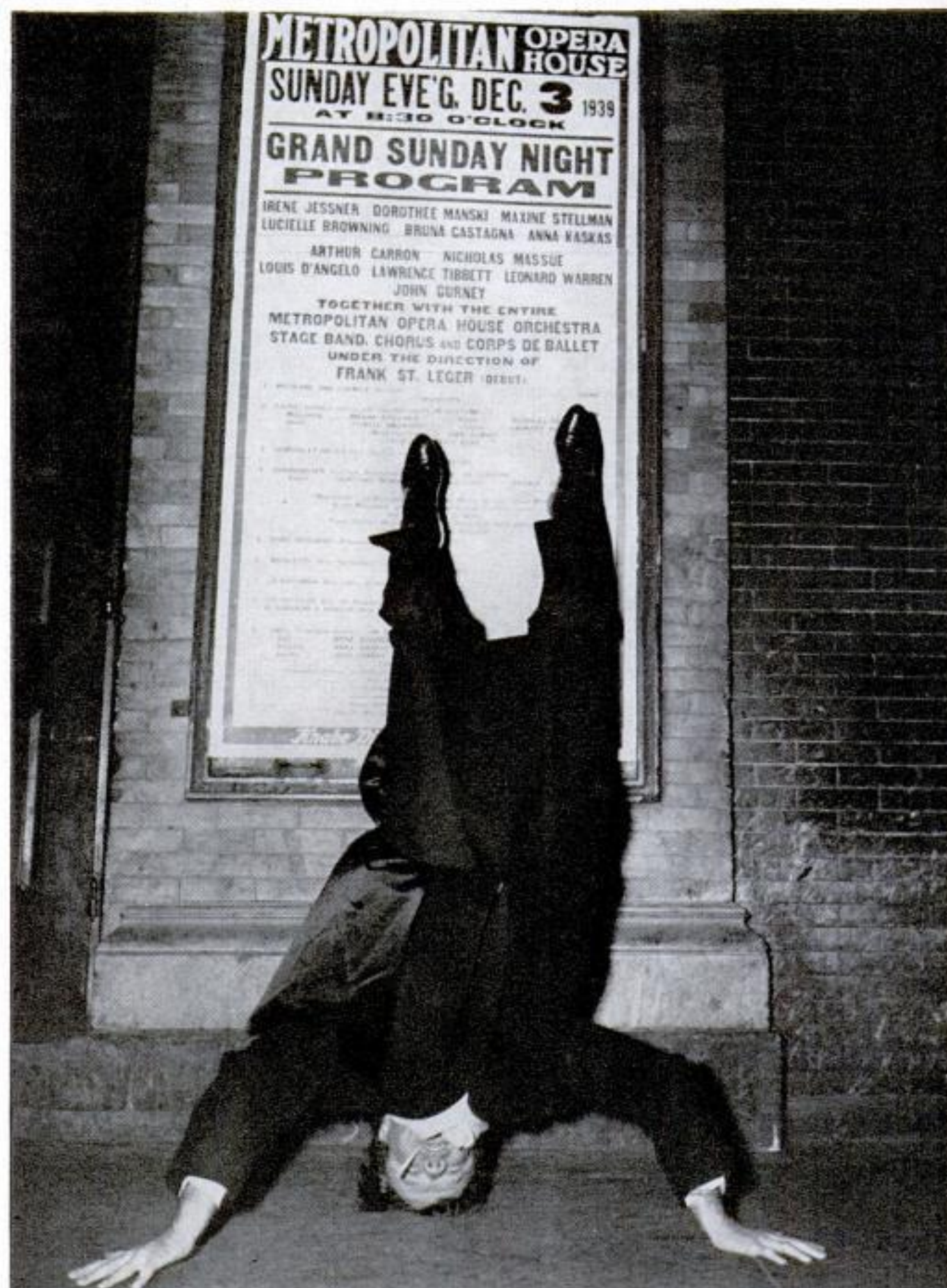
Johnson & Johnson
BAND-AID
REG. U. S. PAT. OFF.
ADHESIVE BANDAGES

PEOPLE

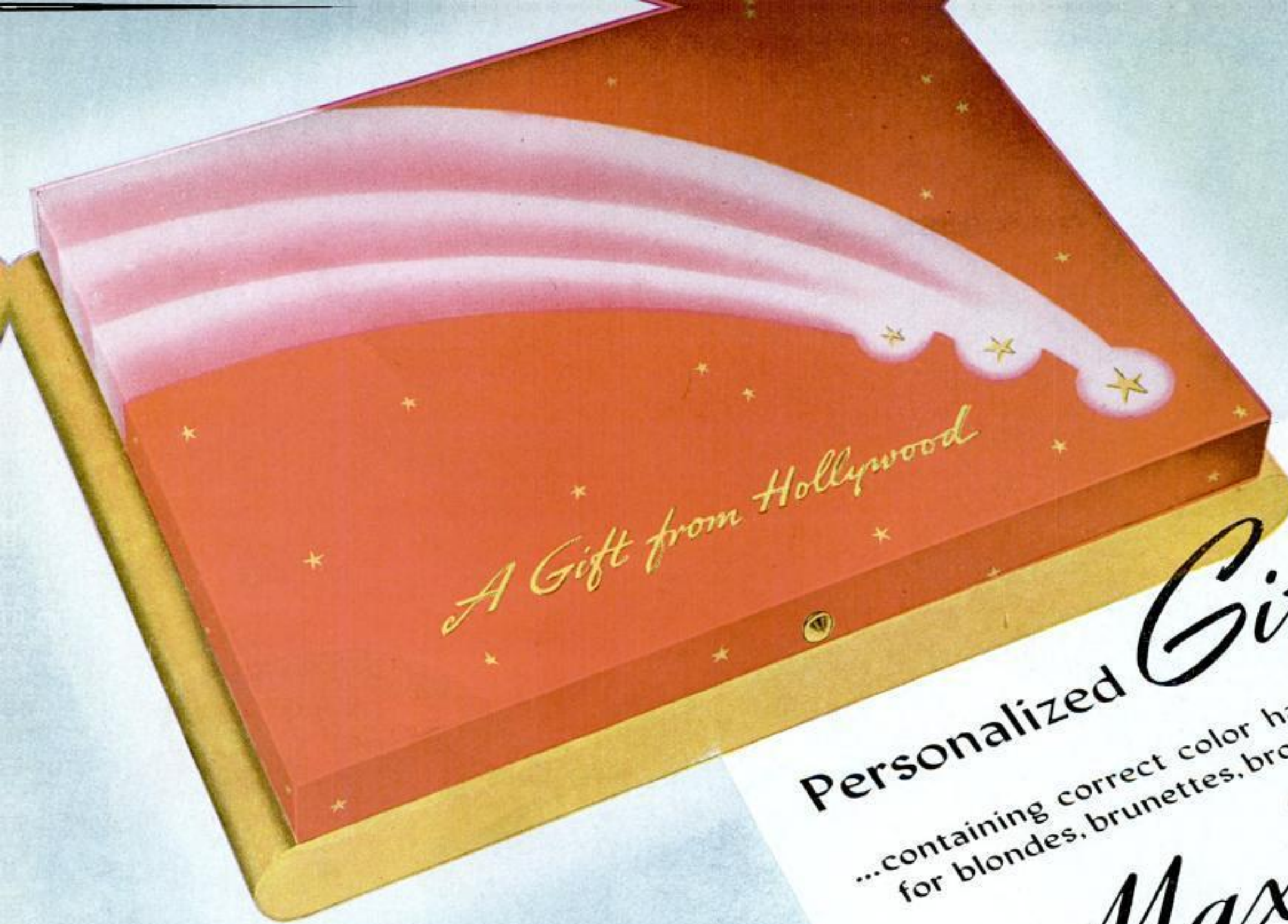
The Cameras of the World Press
now put these People in the News



Busts of **Franklin and Hamilton** were presented to Republican National Committee Nov. 24 by William Guggenheim, who suggested the Party adopt these statesmen as GOP saints. Busts and idea were received in Manhattan by Alexander Hamilton, great-great-grandson of his namesake (right), with Lieut. Comdr. Franklin Bache Huntington, great-great-great-grandson of the colonial postmaster general (left).



Richard A. Knight, socialite lawyer, stole headlines at the opening of the Metropolitan Opera season Nov. 27 by turning a somersault in the lounge, stamping down an aisle saying "Ssssh!," falling on his face. When opera-house cops expelled him, he stood on his head outside. Next day he explained Soprano Elisabeth Rethberg had "sent me into a tailspin, turned me divinely dizzy, busted me at the seams."



Personalized Gift Sets
...containing correct color harmony make-up
for blondes, brunettes, brownettes, redheads

Max Factor
HOLLYWOOD



AUTOGRAPHED MAKE-UP SET

Max Factor Hollywood Powder, Rouge and Tru-Color Lipstick in color harmony. Autographed by famous stars.

\$2.50

Max Factor Hollywood
TRU-COLOR
LIPSTICK \$1.00



Max Factor
Hollywood
FACE POWDER
\$1.00



SPECIAL MAKE-UP SET

Gay holiday box containing Face Powder, Rouge, Tru-Color Lipstick, Normalizing Cream and Brillox.

\$3.55



VANITY-COLOGNE SET

This beautiful gift box contains the Max Factor Hollywood Vanity; Tru-Color Lipstick and Parfum Cologne.

\$4.00



COLOGNE AND TALC SET

Max Factor Hollywood Parfum Cologne "Trocadero" and "Cocoanut Grove"—and Talc. ...Also Parfum Cologne, individually boxed \$1.00

\$2.50



VANITY-LIPSTICK SET

Max Factor Hollywood Double Vanity and Tru-Color Lipstick.

\$3.00

...Gold and Red Double Vanity, Boxed \$2.00



PAN-CAKE MAKE-UP SET

Powder, Rouge, Tru-Color Lipstick, Pan-Cake Make-Up, Normalizing Cream—in lovely gift box.

\$4.55



COLOR HARMONY MAKE-UP SET

Max Factor Hollywood Face Powder, Rouge and Tru-Color Lipstick in color harmony for "her" type and five other requisites.

\$6.55



DELUXE MAKE-UP ENSEMBLE

Any girl will call this gift "perfect." Rich gift box containing 11 Max Factor Hollywood "Cosmetics of the Stars."

\$9.55

Wood Duck (*Aix sponsa*) Northern America; usually nests in hollow trees; also called Summer Duck; a relative of the mandarin duck of Eastern Asia.



dry as a duck's back

Fleischmann's—America's First Gin is Extra Dry

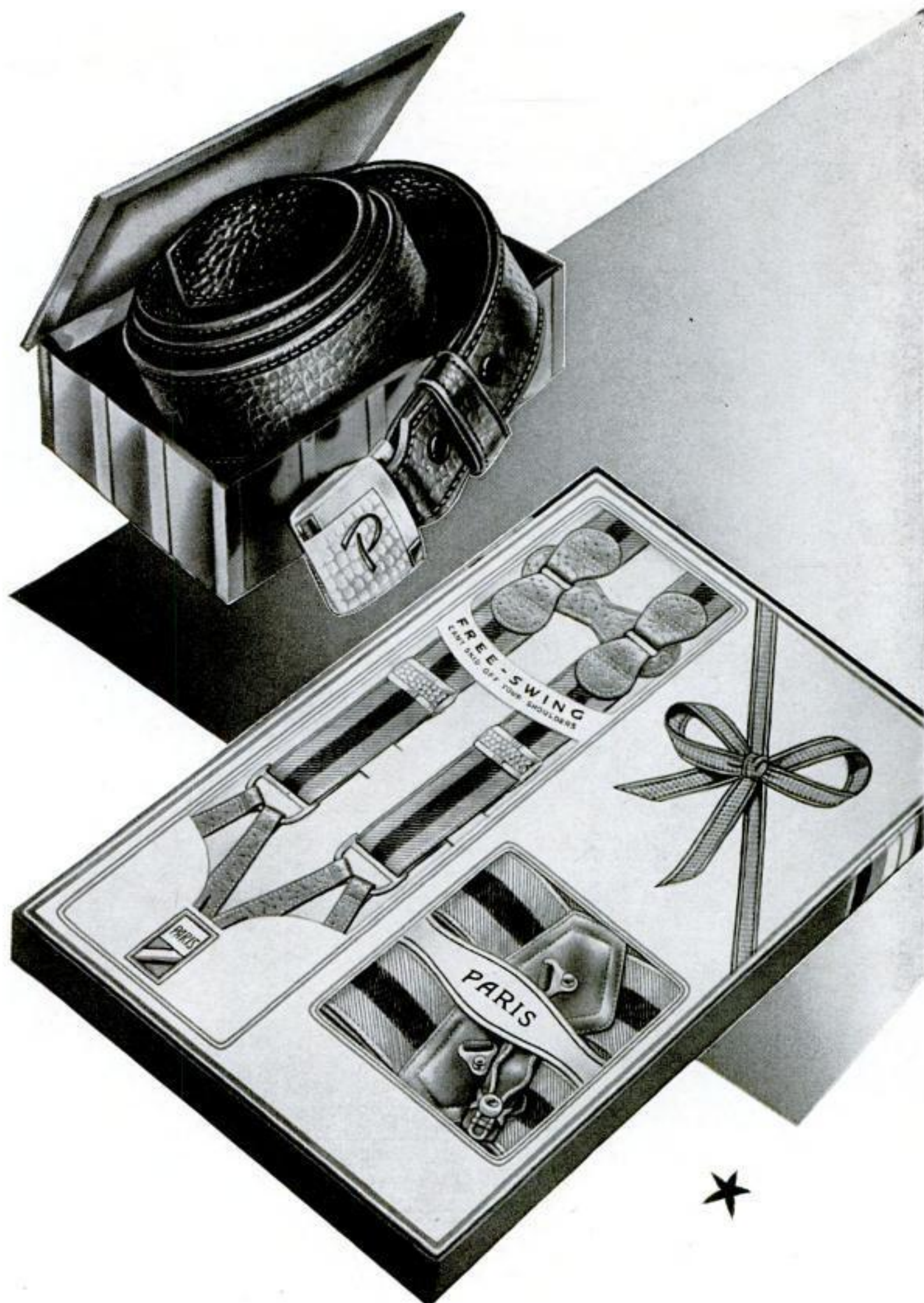
Copyright 1939, The Fleischmann Distilling Corporation, Peekskill, New York



Diana Barrymore Blythe was boisterously bussed by her father, John Barrymore, when she arrived in Chicago Nov. 26 to open in *Outward Bound*. Cried "Daddy": "Isn't she lovely! I worked like hell on *Hamlet* and *Richard III* but she was the best thing I ever produced!" Eighteen-year-old Diana will play in a theatre next door to the Selwyn where her father has wowed Chicago since May (LIFE, Dec. 4).



Luverne Wise, 16, star place kicker of the Atmore, Ala., High School football team, concluded play fortnight ago with a total of seven points after touchdown for the season. Of these six were on placements, one on a pass over the goal line. Since Luverne always withdrew from the field following execution of her specialty, she wore no body pads, dazzled opposing linesmen with the uniform shown above.



Remember . . . He knows

PARIS MEANS STYLE



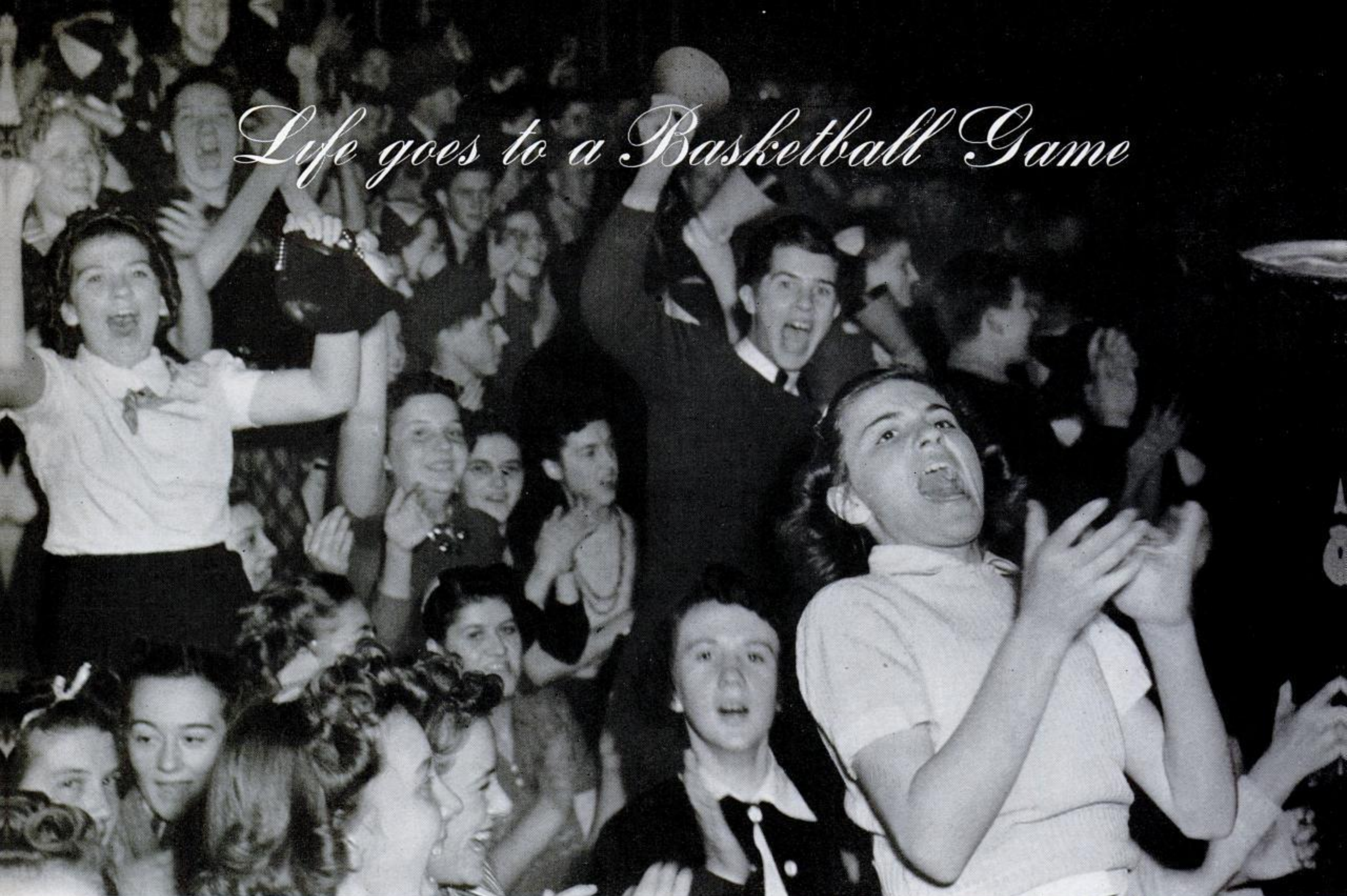
He doubly appreciates receiving Paris from YOU. First . . . he prefers Paris for its style, its quality and its utility. Second . . . and this is very important—he's proud you've chosen THE BEST for him. You're right . . . select your Paris gifts early. But in unavoidable last-minute shopping rushes . . . take time to insist on Paris. Remember: Paris is priced no higher than imitations . . . but Paris is always higher in quality than in price.

Illustrated: *Paris Matched Set*—famously comfortable Paris Garters and perfectly matched Paris "Free-Swing" Suspenders that "Can't skid off his shoulders"—\$1.50. *Paris Belt*—1 $\frac{3}{8}$ inch genuine steerhide, silver-plated raised initial buckle—in handsome bakelite cigarette box: \$2.

In addition to gifts illustrated, you'll find—

Other Paris Garter and Suspender "Matched Sets" \$1.50 and up. Other Paris Belt and Buckle Sets in special packings: \$1.50 and up. Paris Garters and Paris Suspenders also available in separate attractive gift packings—Garters 50c and \$1, Suspenders \$1 and up.

A. Stein & Company . . . Chicago, New York, Los Angeles, Toronto



Life goes to a Basketball Game

SOME GIRLS SCREAM, OTHERS JUST GIGGLE DELIGHTEDLY AS SALEM SCORES THE BASKET THAT BREAKS THE TIE. HIGH-SCHOOL KIDS PAY 15¢ TO SEE THE GAMES

BEFORE GAME, THE HIGH-SCHOOL BAND SITS IN THE MIDDLE OF THE FLOOR, MIXES SWING WITH SCHOOL SONGS. IN FRONT OF PEP SECTION, CHEER LEADERS LEAD SINGING



with half the population of
Salem, Indiana, to cheer for
the local high-school hero



DICK BERKEY

Indiana is famous for Booth Tarkington, corn and the Battle of Tippecanoe. It is also famous for its basketball players. In fact, no State in the U. S. produces better ones. The kids there begin to play as soon as they can walk. During grade school, they nail bottomless peach baskets to trees, toss balls through the holes. In high school, they play games before as many as 15,000

fanatic fans, find themselves home-town heroes. After high-school graduation, they migrate over the whole country, suddenly appear on such good college teams as Southern California, Notre Dame, Kentucky and Marquette.

Day before Thanksgiving, Wallace Kirkland, LIFE photographer, dropped in on a basketball game in the town of Salem, some 40 miles up in the Indiana hills from Louisville. He found the town panting with excitement. The high-school basketball team was to play Aurora that night, and fully half of Salem's 3,000 population had crowded into the little gym to see the game. They all had plenty of fun. A band blared high-school songs. Pretty girls led cheers. The crowd roared and stamped. And to make everybody deliriously happy, Salem won 30-27.

Favorite of the crowd all evening was 17-year-old Dick Berkey, son of Salem's best lawyer. He is center of the team, is the town's schoolboy hero. Last year he was best player in Indiana State Tournament, and this year he is even better. At season's end, he expects scholarship offers from several big-time colleges. Studious and modest, Dick takes his training seriously. In front of his scrapbook are pasted these rules: "1) No 'dates' during basketball tourneys. 2) Eat anything your mother cooks for you but no pie, cake or candy. 3) No alcohol. No tobacco. Above all, no cigarets. 4) Pick out someone to whom you can tell the truth at all times. You can bluff the world but always tell the truth to this someone."



BACK OF THE BERKEYS' GARAGE, DICK (HAND UP), HIS BROTHERS AND SISTER VIRGINIA PRACTICE CONTINUOUSLY

WHILE GIRLS' SQUAD WATCHES, COACH RANEY TEACHES A PRETTY YOUNG PLAYER HOW TO SHOOT A BASKETBALL



Girls play basketball at high school. They have their own team, play outside games and like to practice with the boys.



N.R.G. plays Santa Claus AND ADDS ENERGY TO CHRISTMAS GAIETY



There is food-energy in every bar of Baby Ruth to add to Christmas joy.

Watch the youngsters' eyes sparkle when they see a shimmering tree bedecked with Baby Ruth candy bars.



Baby Ruth is one of Santa Claus' most popular candy bars for filling Christmas stockings. Baby Ruth is good candy—and good food, pure, safe, and delicious for young and old alike.

Don't disappoint eager kiddies. Everyone can afford Baby Ruth candy bars—ideal Christmas candy. Baby Ruth is always a handy Christmas gift.



All winter long children need plenty of nourishment for body warmth and energy. Between meals give them Baby Ruth, the pure delicious candy bars rich in Dextrose, the sugar your body uses directly for energy. It is good candy and good food.

*The candy bar
that's rich in*

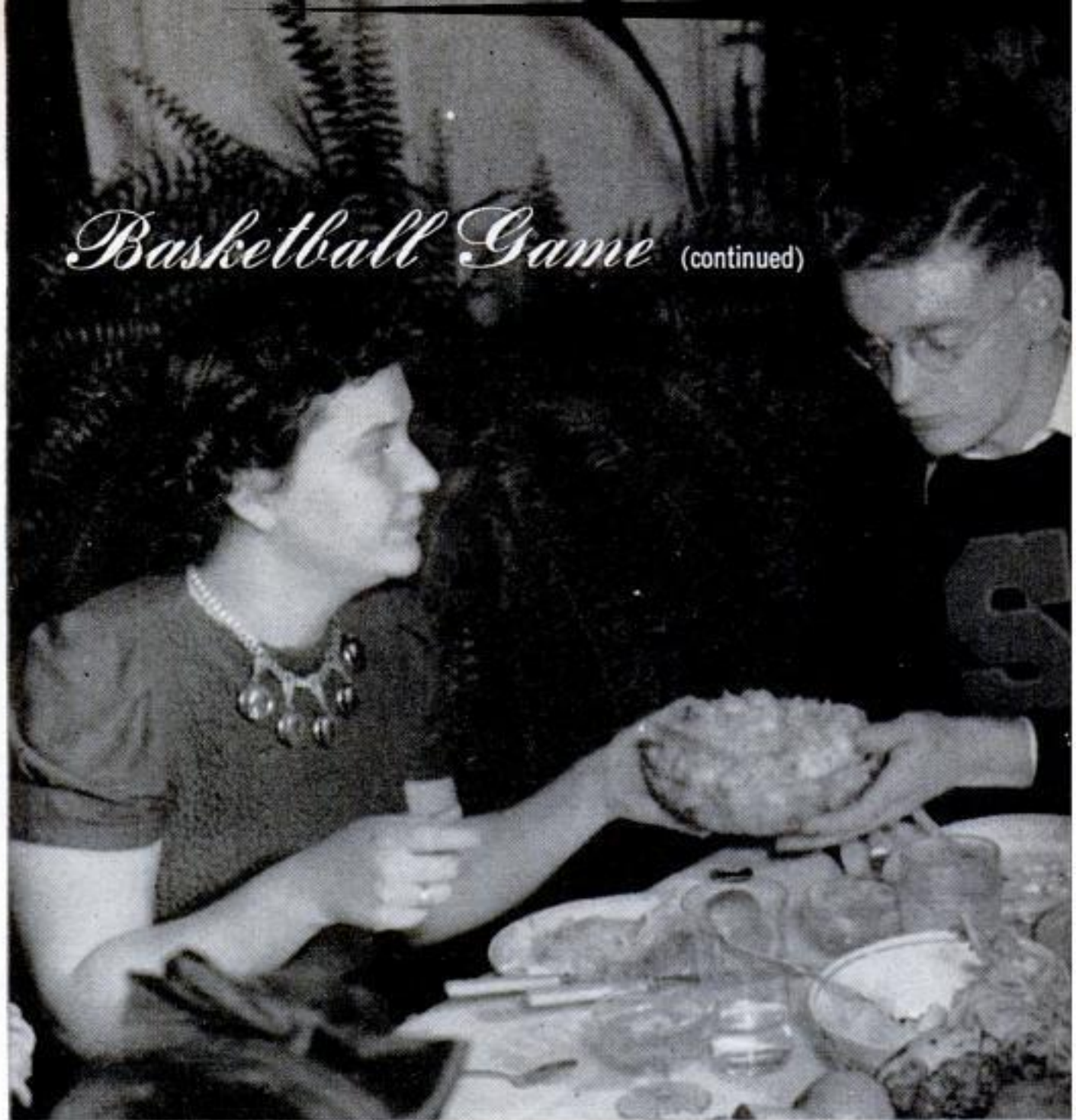
DEXTROSE

The sugar your body uses directly for energy

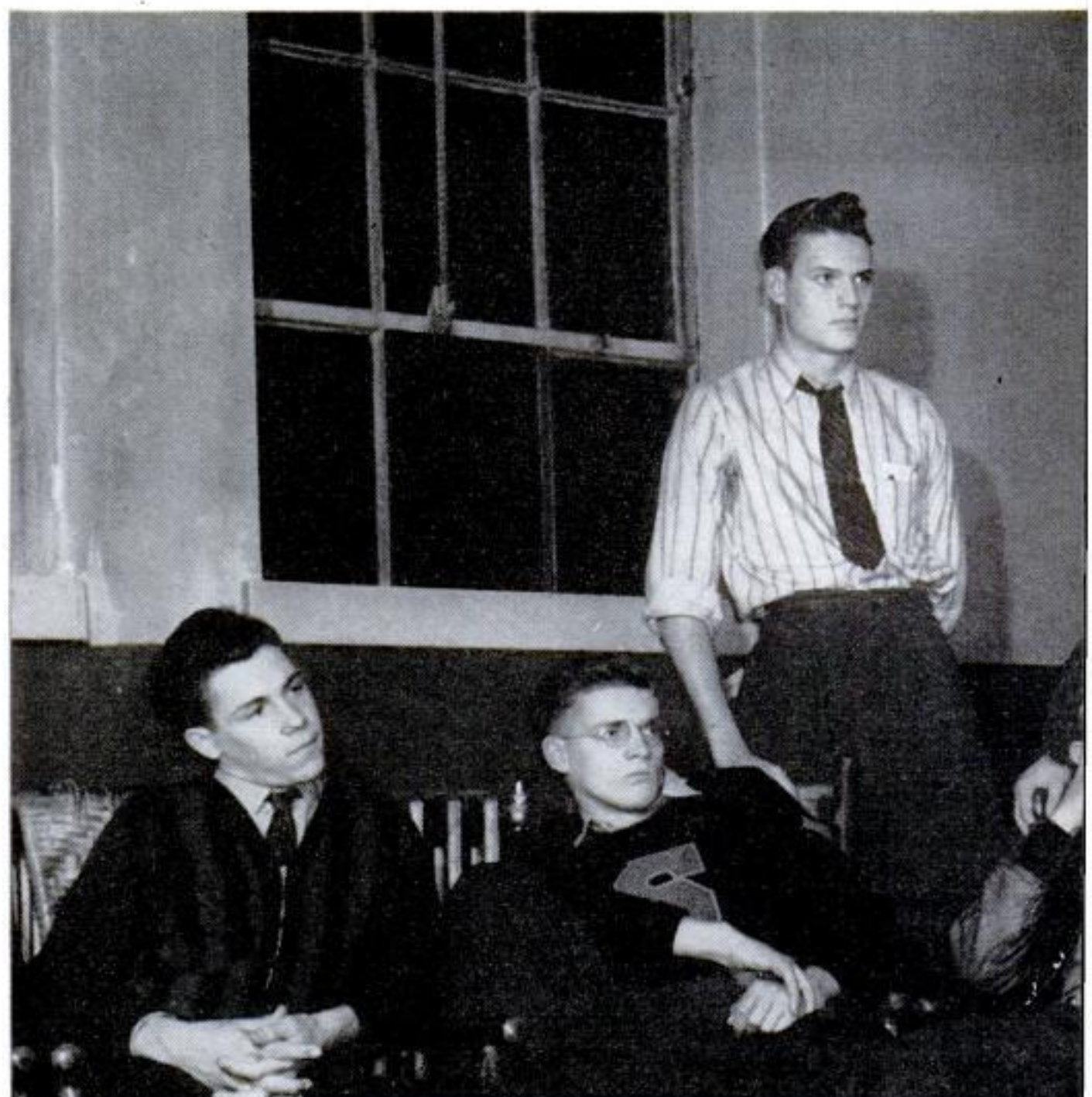


CURTISS CANDY COMPANY, CHICAGO, ILLINOIS

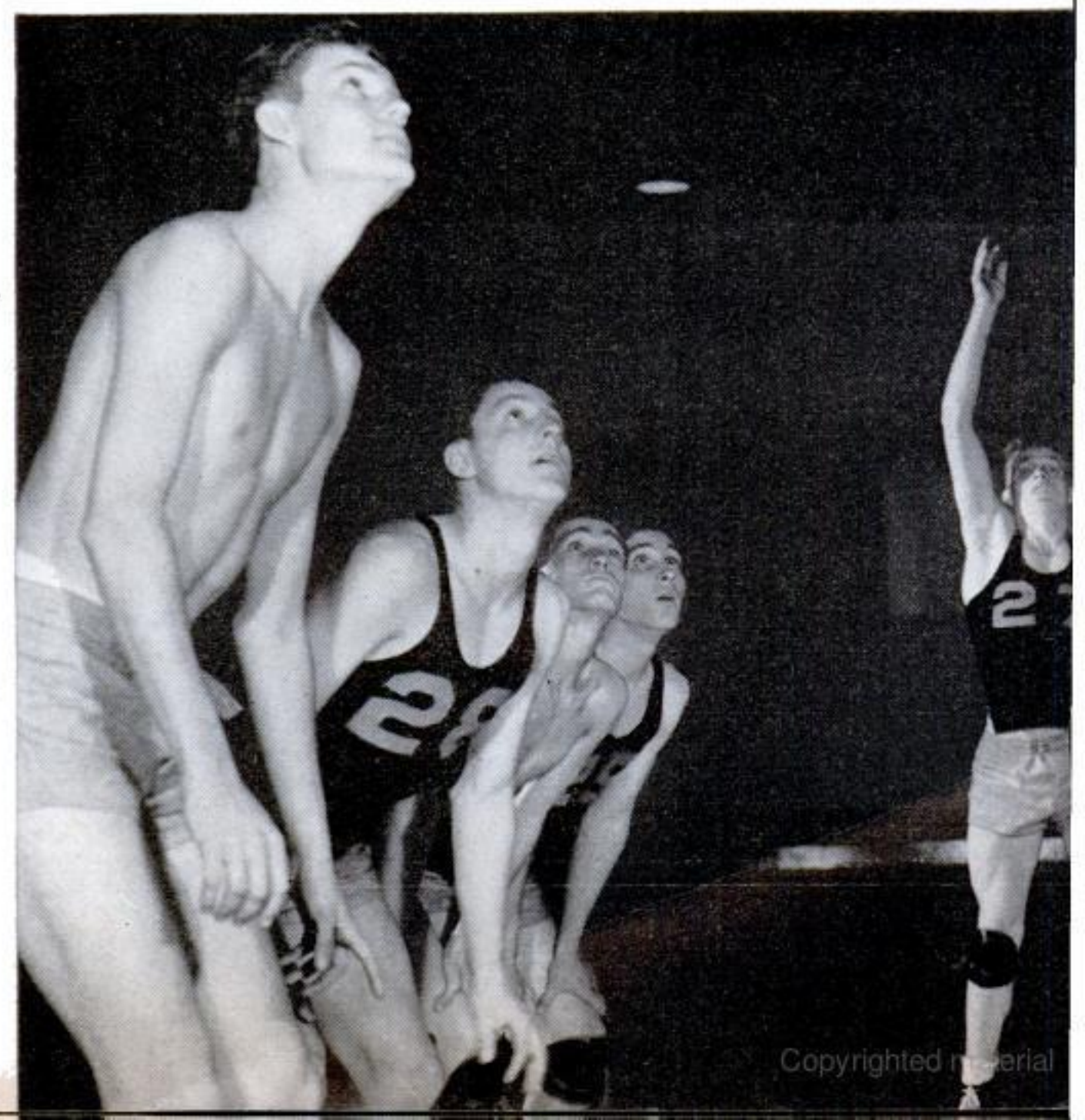
Basketball Game (continued)



For Thanksgiving, the Berkey family had roast turkey with oyster dressing, roast pork, gravy, potatoes, lima beans, creamed asparagus, cauliflower, corn, peas, potato salad, pickles (both sweet and sour), cheese, corn salad, celery, radishes,



Before game, Coach Gordon Raney goes over team's offense. Berkey is second from left. This is Raney's first year at Salem. He is 27, weighs only 131. Last year Salem went almost to finals of State Tournament, hopes to win this year.

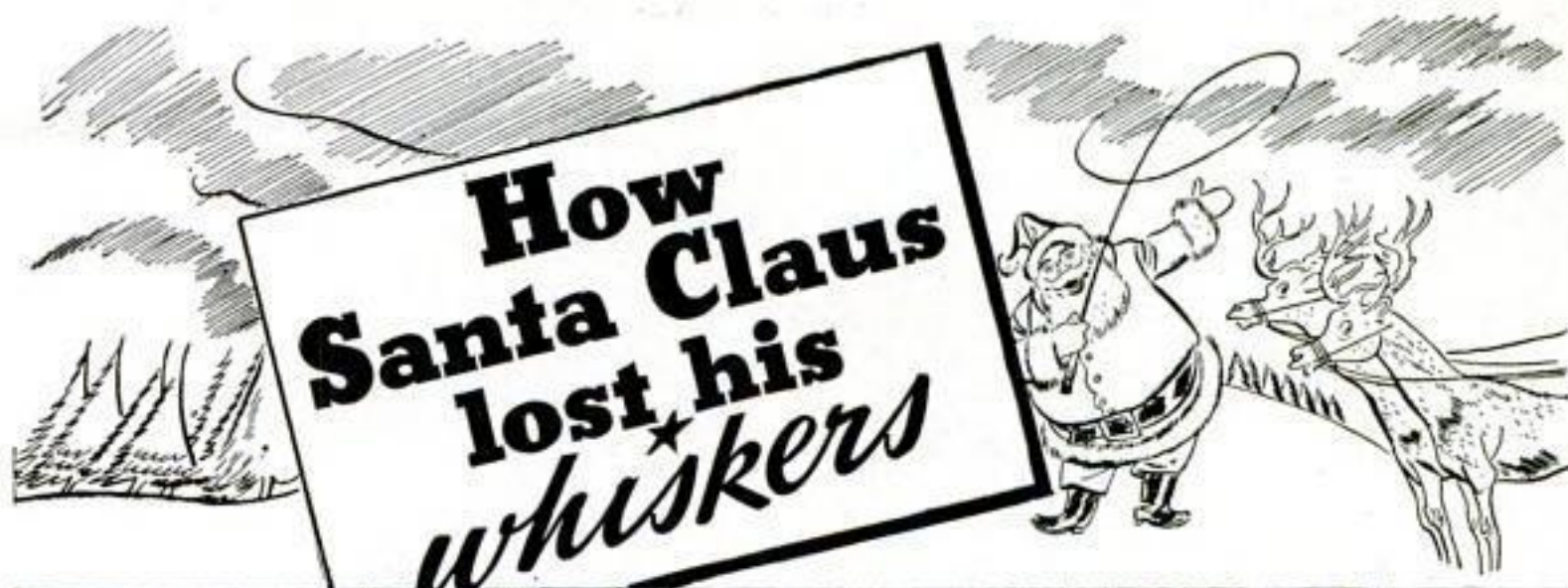
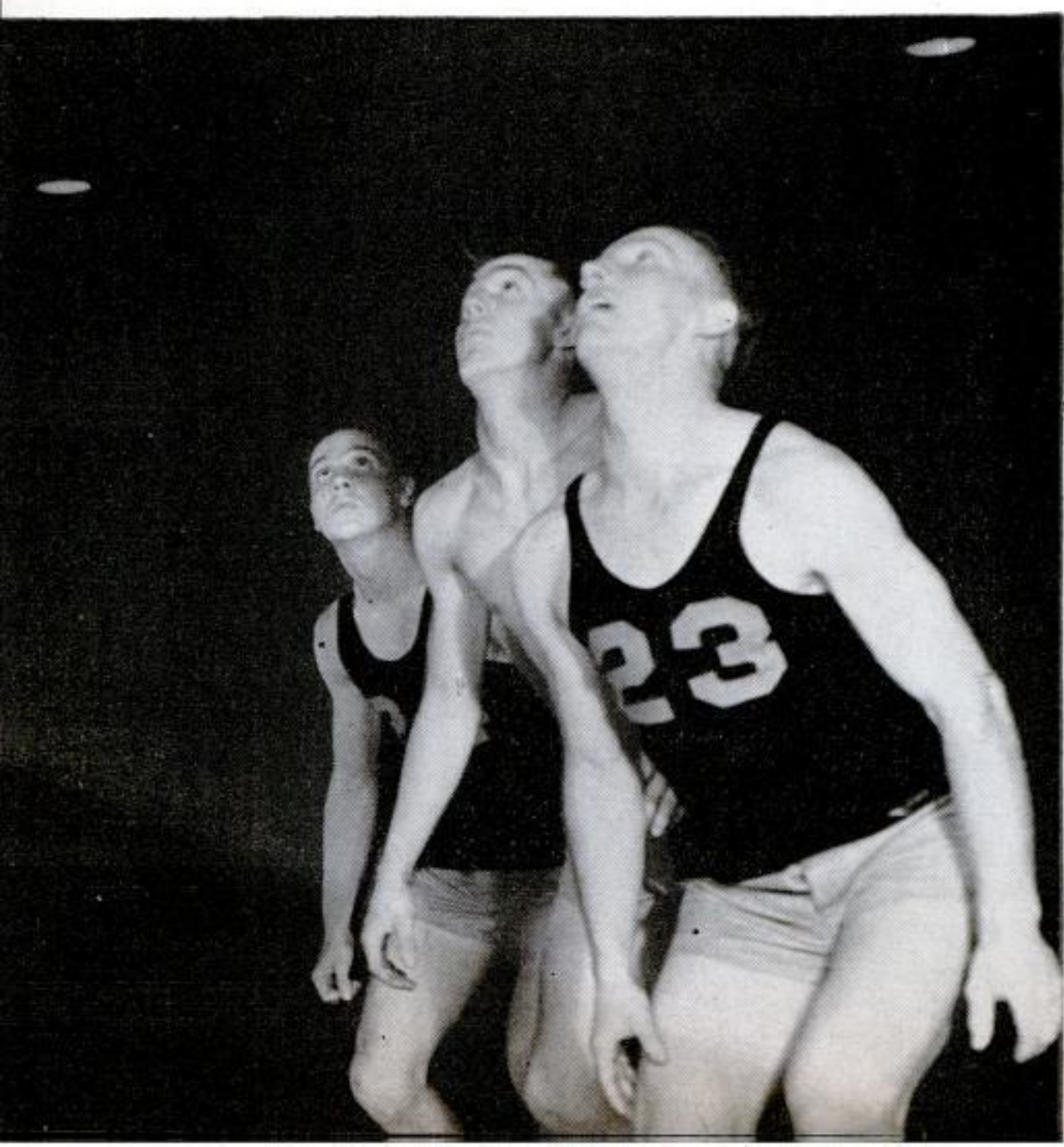




cranberry sauce, cranberry salad, perfection salad, carrot salad, fruit salad, mince pie, whipped-cream pie, fruit cake, angel-food cake, chocolate cake, ice cream, fruit cocktail, four kinds of fruit, jelly, candy, three kinds of nuts and coffee.



Dick practices foul shots. Against Aurora, he missed a few. Points were not needed, however, because after Aurora had tied score in last period, Salem scored seven quick points, put game on ice. Salem has won three out of four games this year.



He—I've waited a year to thank you. Remember what you gave me last Christmas?
S.C.—Let's see. It was a Rolls Razor, wasn't it?

He—Right—and it's the finest gift I've ever gotten. Believe it or not, my Rolls Razor actually makes me *enjoy* shaving. Let me show you.



He—See! The Rolls Razor blade is hollow-ground Sheffield steel. I've shaved with it every day for a year.
S.C.—But isn't that a long time to use one blade?

He—Long time? I know fellows who have used one blade for ten years. Now, see how clean and smooth my face is!
S.C.—Say, that's as smooth as my sled runners. I wonder how...

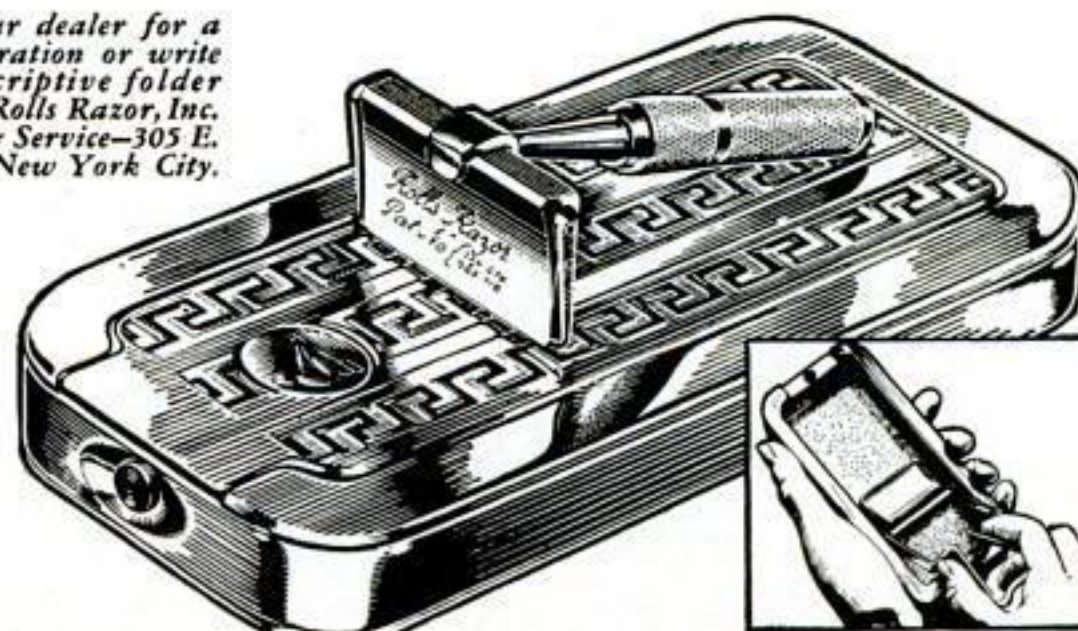


S.C.—Young man, you've done me a good turn I'll never forget. And, you say all I've got to do is strop or hone the blade in the

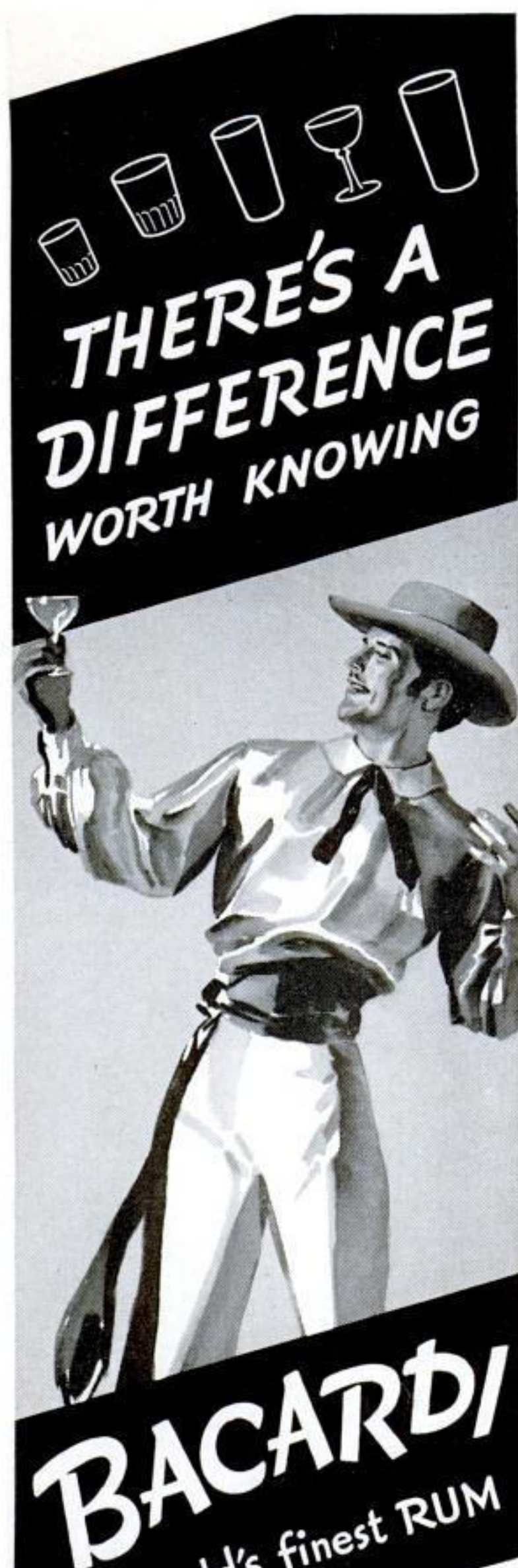
case for a few seconds before shaving?
He—That's all you do to keep your face looking respectable all day long.

Learn to enjoy shaving. If there's no one who will buy you a Rolls Razor as a gift, get one for yourself. You can't invest in anything that'll bring more pleasure. **\$10**
Shaving bowls, sticks, **\$1**. Refills, **60¢**

Ask your dealer for a demonstration or write for descriptive folder L1211. Rolls Razor, Inc. —Sales & Service—305 E. 45 St., New York City.



ROLLS RAZOR



THERE'S A DIFFERENCE WORTH KNOWING

BACARDI

 The world's finest RUM

SOME differences are subtle... but this isn't! When you taste the distinctive Bacardi flavor—you'll appreciate the mellow, agreeable liqueur quality of true Bacardi!

Use this superb rum for all rum drinks—Cuba Libre, Highball, Old Fashioned, Sour, Daiquiri and the incomparable Bacardi cocktail, of course! There's a difference worth knowing

ALWAYS INSIST ON BACARDI—Gold or White Label—the finest rum of Cuba... or use Bacardi Amber or Silver Label, Puerto Rico's finest, at a saving.

89 PROOF
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 Schenley Import Corp., N. Y. C.
 Copr. 1939



PICTURES TO THE EDITORS



CAMERA-SHY AMISH

Sirs:

These pictures of Amish schoolchildren give you some idea of how this sect resents having pictures taken. Assigned to get pictures by our Sunday Editor, I had to duck a barrage of pebbles and sticks and put up with a variety of grimaces when I started clicking as school let out. The children ran in all directions at sight of the camera. The Amish oppose pictures because of this passage in the Bible: "Thou shalt not make unto thee any graven image."

The children are members of the big Stoltzfus clan in Lancaster County, Pa. The Stoltzfuses were the first to buy land in St. Mary's County, Md., to evade Pennsylvania school laws against one-room schoolhouses. It is the one-room school such as the one shown here that the Amish prefer to "worldly" consolidated schools. Thirty-eight Stoltzfuses attend this school. Even the teacher's name is Stoltzfus.

MATTHEW P. ROMANSKI

Staff Photographer
 Reading Eagle
 Reading, Pa.



EX-LAX MOVIES

"Mr. Wright found out he was Wrong!"



MR. WRIGHT: Gee, Honey, this stuff is awful! Why do all laxatives taste so bad?

MRS. WRIGHT: All of them don't. Ex-Lax tastes like delicious chocolate.



MR. WRIGHT: Ex-Lax? That's all right for you and Junior, but I need something stronger!

MRS. WRIGHT: No, you don't! Ex-Lax is as effective as any bad-tasting cathartic.



MR. WRIGHT: I sure am glad I took your advice. It's Ex-Lax for me from now on.

MRS. WRIGHT: Yes, with Ex-Lax in the medicine chest we don't need any other laxative!

The action of Ex-Lax is thorough, yet gentle! No shock. No strain. No weakening after-effects. Just an easy, comfortable movement that brings blessed relief. Try Ex-Lax the next time you need a laxative. It's good for every member of the family.

10¢ and 25¢



HEADACHE Relief!
 STANBACK acts fast!
 Won't leave you jittery!
 Try it! 10¢ & 25¢ at drug stores.

STANBACK
 STANBACK COMPANY • SALISBURY • NORTH CAROLINA

MENDS MOST ANYTHING
 10¢ at hardware, drug and 10¢ stores; also in cans from 1/4-pint to 1 gallon

FREE Send post card for booklet, "Better Results with Glue," containing many useful hints about mending, model making and home workshop jobs. Address: McCormick Sales Co., 408 Light Street, Baltimore, Maryland.





THE PEARL IS WHITE AND LUSTROUS, CREASED LIKE A BRAIN

BIGGEST PEARL

Sirs:

Diving for conch shells in the waters off Palawan in the Philippines in May 1934, a group of Dyak divers suddenly missed their comrade, Etem. They found him drowned at the sandy bottom of the cove, his left hand caught in the grip of a giant Tridacna clam which had been partly hidden in the coral rocks. His hand still in the grip of this man-trap, Etem was taken to the local chief so that his comrades might be absolved of blame.

Later, when the meat was removed from the clam, the biggest pearl in the world was revealed. It weighed 14 lb. 1 oz., was 9 1/2 in. long and 5 1/2 in. in diameter. Three years later the chief gave the pearl and the giant shell to me, in gratitude for my having saved his son from a malaria death. Natives estimated the clam to be 450 years old and think that the pearl may have started growth when the clam was 100 years old.

The picture of Etem was given to me by a native, who claims to have snapped it with a Brownie Kodak a few hours after the body had been taken from the water.

WILBURN DOWELL COBB
New York, N. Y.



ETEM AND THE KILLER CLAM



EXPLORER COBB DISPLAYS THE PEARL IN ITS ORIGINAL BED

First thing they'll look for!

The Schwinn "Seal of Quality" on America's finest bicycles means a real Merry Christmas for your boy or girl.

Advanced design, exclusive Schwinn safety features, make Schwinn-Built bicycles their choice for strength, safety, speed, and style.

This seal on the frame, just under the saddle, identifies the genuine—unconditionally guaranteed by the maker—but costing no more. Insist on seeing the Schwinn "Seal of Quality" on the bicycle you buy.



There's always a best—in bicycles it's Schwinn-Built

ARNOLD, SCHWINN & CO., CHICAGO

A NEW KIND OF IRON!

The amazing "Steem-Electric" cuts ironing time in half!

NO BURNING

NO SCORCHING



With this new kind of iron you can take washing right off the line and iron quickly and easily *without sprinkling*. The "Steem-Electric" *steams* as it irons . . . won't scorch or burn . . . safe on all fabrics . . . won't leave a "shine." Pleat dresses . . . iron woolens on the right side without press cloths . . . steam velvets . . . blockfelthats . . . do dozens of wonderful things with the amazing "Steem-Electric."

• Just put in a pint of water, plug into light socket, and when steam appears you're ready for the finest kind of ironing.

\$9.95

Complete with cord, stand and filling funnel. A. C. or D. C. (Slightly higher in Canada.)



Steem ELECTRIC
REG. U.S. PAT. OFF.
STEAMING IRON

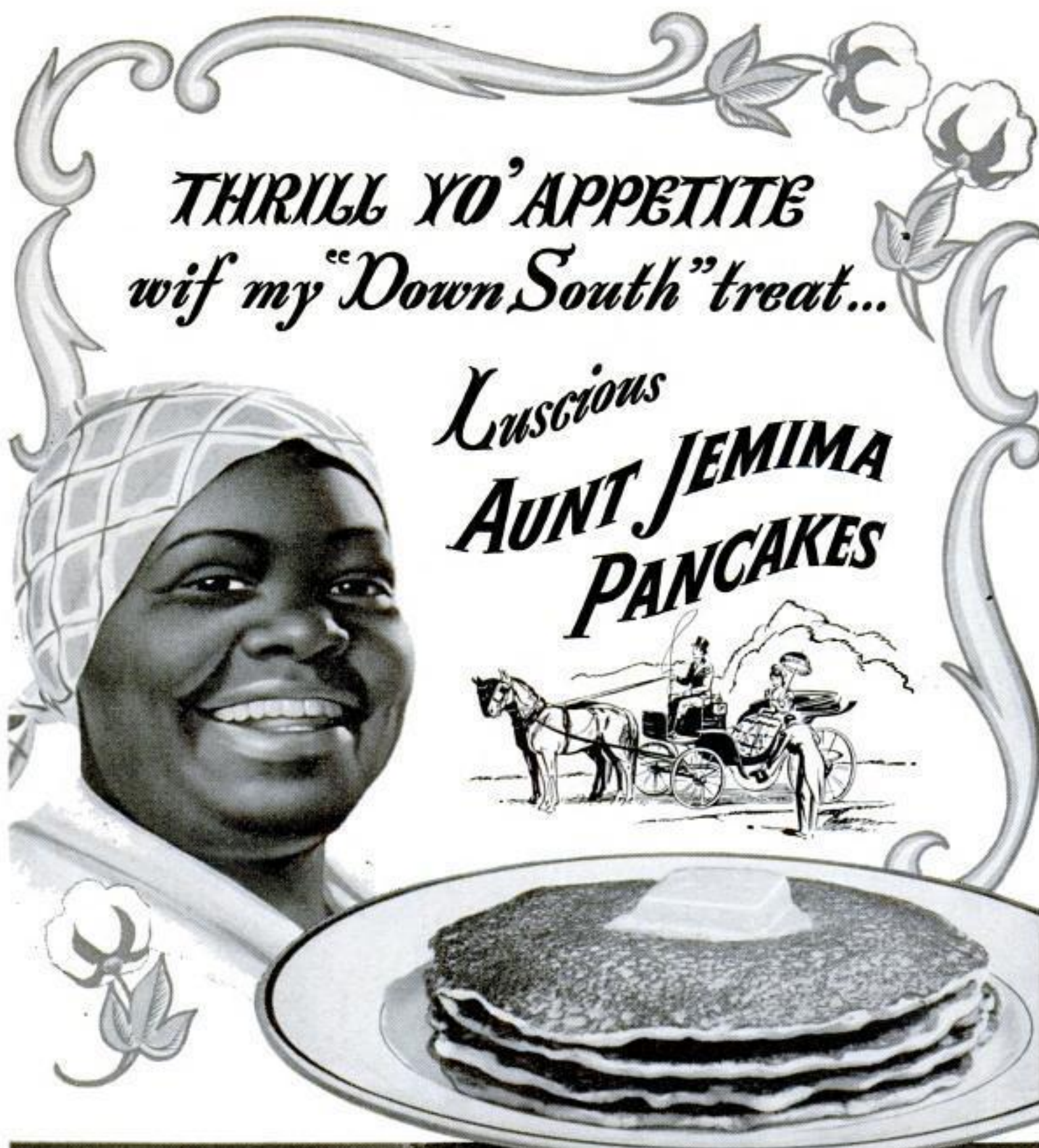
RIDES ON A CUSHION OF STEAM

STEEM-ELECTRIC CORP.
1725-B Lafayette Ave., St. Louis, Mo.
(Canada: 200 Bay St., Toronto)
Please send me your Free booklet, "14 Amazing Ways to Save Money with the 'Steem-Electric' Steaming Iron."

Name.....
Address.....
City.....State.....

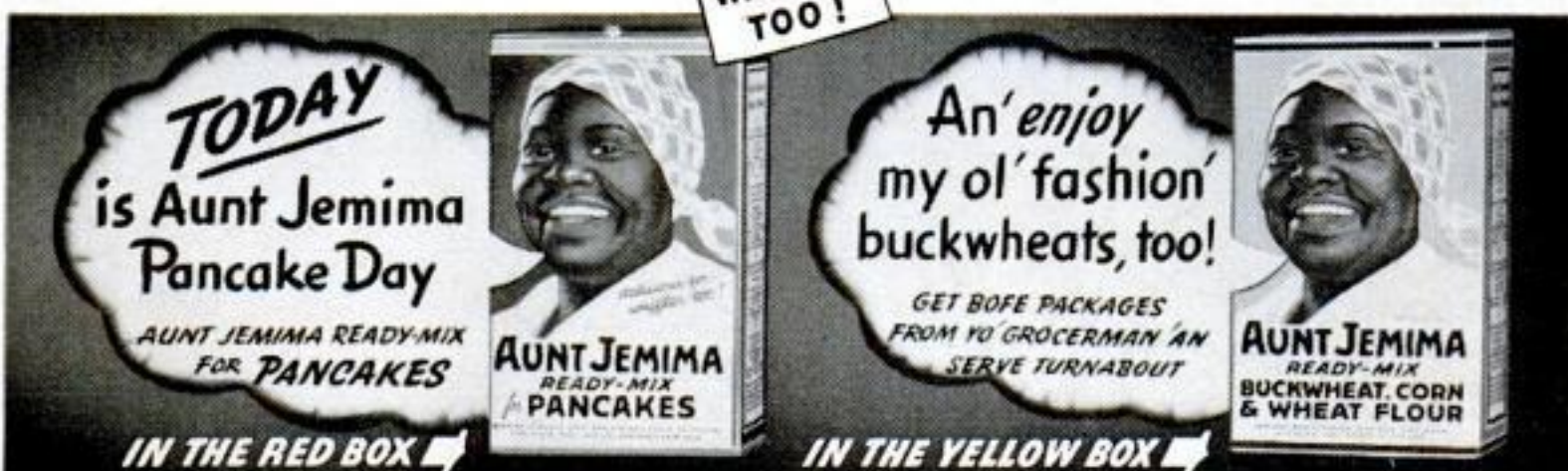
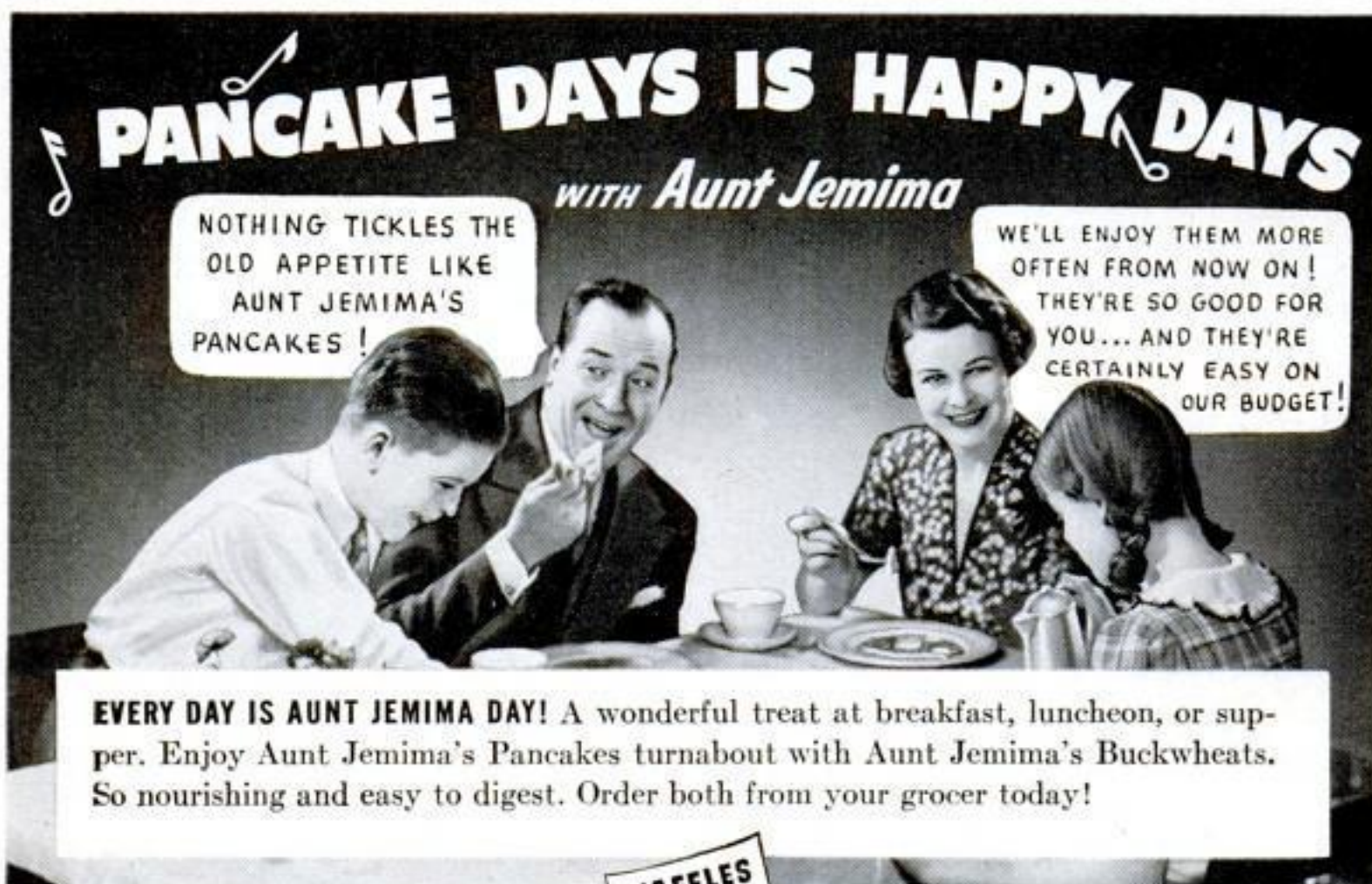
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(continued)



A FLAVOR FEAST in every thrilling bite of Aunt Jemima Pancakes and Aunt Jemima's tantalizing Buckwheats. *Nothing to prepare!* Easy as 1-2-3. Simply mix water or milk with Aunt Jemima's magic Ready-Mix. Easier and costs less than ordinary cook-book recipes.

DARLING,
YOU ARE A
WONDERFUL
COOK.
TREAT ME TO
AUNT JEMIMA'S
ANY TIME!



P.S. To Mother: You will agree that Aunt Jemima's Pancakes are the best-tasting and easiest you ever made, or we will gladly refund your money!



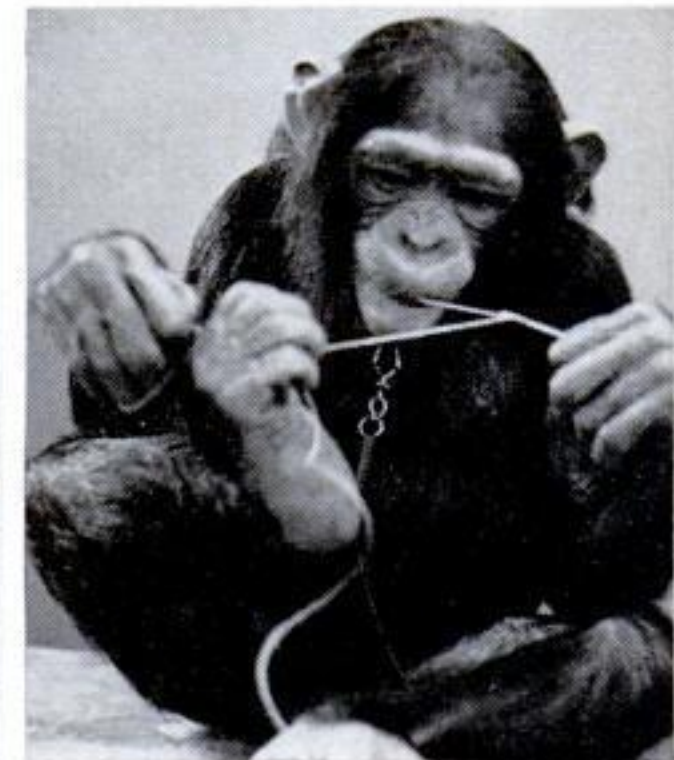
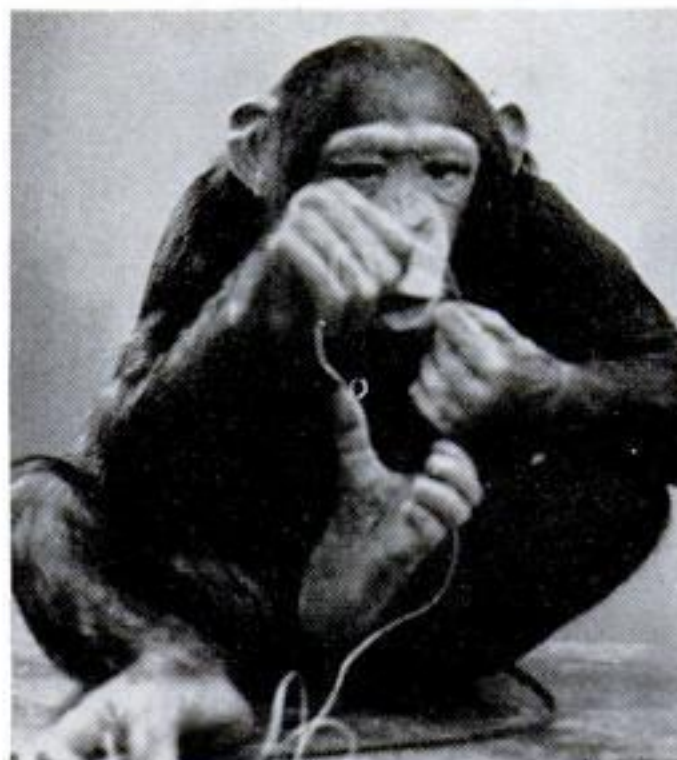
F. D. R. JONES

Sirs:

My name is Franklin D. Roosevelt Jones. I am 5 years old. I came before the song. Last July I went to New York to be on a radio program for "We, the People." I have a lovely autographed

photograph of President Roosevelt. He sent it to me, along with a nice letter, after my mother sent him an arrival card. Some people thought you might like to see my picture.

FRANKLIN D. ROOSEVELT JONES
Mt. Clemens, Mich.



SEWING CHIMPANZEE

Sirs:

These pictures taken at the London Zoo illustrate the amazing imitative powers of a chimpanzee. Evidently he had watched his keeper on several occasions doing minor repair jobs with a

needle and thread. The pictures were obtained purely by chance, as it was impossible to envisage in advance the possibility of an animal performing what many human beings find very difficult to do.

G. P. ABBOTT
London, England



"FUDGE IS FUN!"

SAYS 12-YEAR-OLD BARBARA ANN THORNDIKE

Even Grown-ups like to get Fudge for Christmas when you make it smooth and rich with BAKER'S CHOCOLATE!

CHRISTMAS gifts are no problem! "Not when you can make something *everybody* likes!" claims Barbara Ann.

So she's gone in for Fudge making in a big way. Even designed a costume for it which big department stores are selling to other little girls! And do you know what's in the pocket of Barbara Ann's Fudge Aprons? Her *Favorite Fudge Recipe*—which you'll find printed at the right on this page!

SUCCESS IS EASY WITH BAKER'S CHOCOLATE

This recipe has been so carefully worked

out and tested by the Baker's Chocolate kitchens that a little girl only twelve years old can make perfect Fudge by it. Easy! Ask Barbara Ann!

You see, with Baker's Chocolate, it's sure to taste rich and luscious, for Baker's contains *all* the pure chocolate richness of the finest cocoa beans. *Nothing is added; nothing taken away!* That is why Baker's always gives such grand *real chocolate* flavor... such deep, red-brown color... such smoothness and gloss.

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BARBARA ANN'S FAVORITE CHOCOLATE FUDGE

2 squares Baker's Unsweetened Chocolate
 $\frac{3}{4}$ cup milk
 2 cups sugar
 Dash of salt
 2 tablespoons butter
 1 teaspoon vanilla

Add chocolate to milk and place over low flame. Cook until mixture is smooth and blended, stirring constantly. Add sugar and salt, and stir until sugar is dissolved and mixture boils. Continue boiling, without stirring, until a small amount of mixture forms a very soft ball

in cold water (232° F.). Remove from fire. Add butter and vanilla. Cool to lukewarm (110° F.); then beat until mixture begins to thicken and loses its gloss. Turn at once into greased pan, 8 x 4 inches. When cold, cut in squares. Makes 18 large pieces.

CHOCOLATE NUT, RAISIN, OR COCONUT FUDGE. Add 1 cup broken nut meats, 1 cup seedless raisins, or 1 can Baker's Southern Style Coconut to Chocolate Fudge just before turning into pan.

MARSHMALLOW FUDGE. Cut 16 marshmallows (4 ounces) in halves; arrange in greased pan, 8 x 4 inches, placing cut sides up. Turn beaten Chocolate Fudge over marshmallows.

TUTTI-FRUTTI FUDGE. Combine 4 tablespoons each candied cherries, candied pineapple, figs, and raisins (rinsed, thoroughly dried, and finely cut), and 4 tablespoons blanched pistachio meats; add to Chocolate Fudge just before turning into pan.

(All measurements are level.)

FOR PERFECT RESULTS, FOLLOW THIS TESTED RECIPE EXACTLY, USING BAKER'S CHOCOLATE

GIVING CHRISTMAS PARTIES?

Get this popular Baker's Chocolate "Party Book." It contains tested recipes for all kinds of marvelous chocolate foods. 28 illustrated pages—59 recipes! See Christmas suggestions pages 18-21. Yours free! Just mail this coupon today to General Foods, Battle Creek, Mich.

LM-12-11-39

YOUR NAME _____

STREET _____

CITY _____ STATE _____

(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) (Offer expires July 1, 1940)



IN ALL YOUR CHOCOLATE DISHES, why not always have the appetizing color and exciting flavor which Baker's richness gives? Baker's has been famous since 1780. Look for the "Baker Chocolate Girl" on the label. Baker's Chocolate is a product of General Foods.

GOOD FRIENDS AGREE—

**"THERE'S EXTRA PLEASURE . . AND
EXTRA SMOKING IN CAMELS!"**

NORTH, East, South, West, you'll hear the same story: One true yardstick of cigarette pleasure is *slow* burning! Kenneth E. (Nick) Knight (*below, left*) confirms the experience of millions of smokers when he says: "One of the first things I noticed about Camels was their slow burning. I figure that's why Camels smoke so much cooler, milder and taste so much better. Camels last longer, too." Howard

McCrorey agrees on Camel's slow burning, and adds: "To me that means extra pleasure and a thrifty measure of extra smoking per pack."

Yes, the *costlier tobaccos* in Camels are *slower-burning*! And of course the extra smoking in Camels (*see right*) is just that much more smoking pleasure at its best—*Camel's costlier tobaccos*! Enjoy extra pleasure and extra value in America's No. 1 cigarette...Camels!

Whatever price you pay per pack, it's important to remember this fact: By burning 25% *slower* than the average of the 15 other of the largest-selling brands tested — slower than *any* of them—CAMELS give a smoking *plus* equal to

5

**EXTRA SMOKES
PER PACK!**



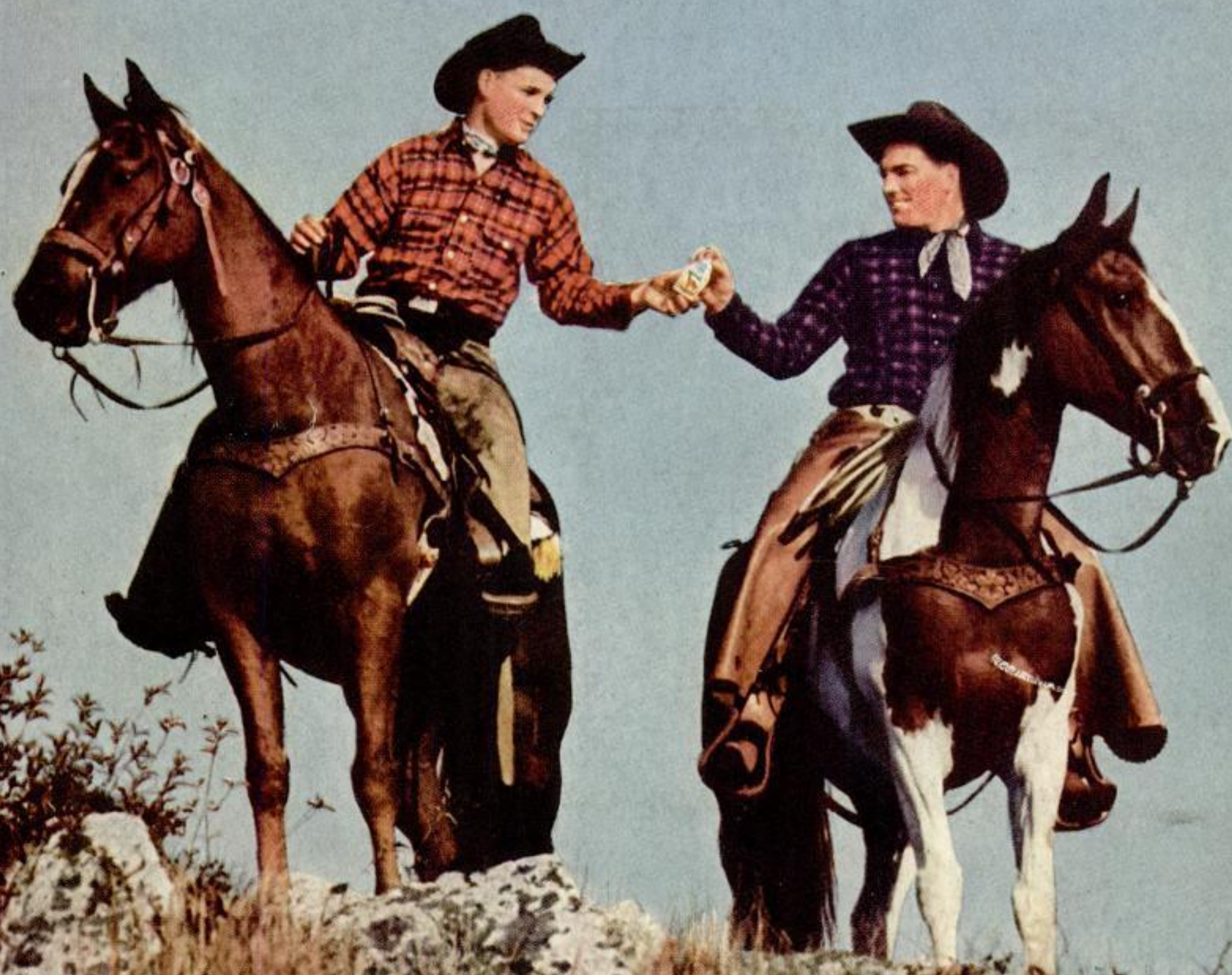
Cigarettes were compared recently...sixteen of the largest-selling brands...under the searching tests of impartial laboratory scientists. Findings were announced as follows:

- 1** CAMELS were found to contain *more tobacco by weight* than the average for the 15 other of the largest-selling brands.
- 2** Camels burned *slower* than any other brand tested—25% slower than the average time of the 15 other of the largest-selling brands! By burning 25% slower, on the average, Camels give smokers the equivalent of *5 extra smokes per pack*!
- 3** In the same tests, *Camels held their ash far longer* than the average time for all the other brands.

**MORE PLEASURE PER PUFF...
MORE PUFFS PER PACK!**

**PENNY FOR PENNY
YOUR BEST CIGARETTE BUY**

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Winston-Salem, North Carolina



**CAMELS—LONG-BURNING
COSTLIER TOBACCOS**